Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

March 27, 1961
Volume 32 • Number 13
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill. *Copyright, 1961 by Advertising Publications, Inc.*

THE NATIONAL NEWSPAPER OF MARKETING

Admen Viewed by Neighbors with Little Enthusiasm

AA Depth Study Shows Suburbanites Wouldn't Want Sis to Wed Adman

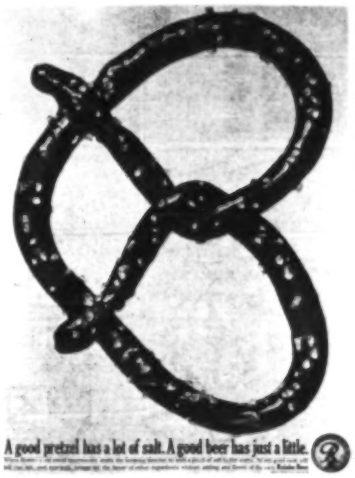
NEW YORK, March 24—Advertising people think well of advertising. Their prosperous neighbors, people living in the same upper-class suburbs, frequently think far less well of it.

- Advertising people would like other advertising people as neighbors. In contrast, their neighbors would prefer people with other occupations.
- Advertising is not regarded as an ideal background for a prospective brother-in-law by the neighbors.
- Advertising as a career would be actively discouraged by a proportion of the neighbors, if a favorite nephew wanted to go into advertising.
- There is a disposition—shared by advertising people—to regard people in advertising as heavy drinkers, superficial, glib and opportunistic.
- Advertising people think far better of themselves and of their work than their neighbors do.

■ These are some of the highlights of a three-part study of advertising people which begins in this issue on Page 87.

The articles are the result of depth interviews done for AA last spring by Market Psychology in three suburban areas where many advertising men live—Westport, Conn.; Birmingham, Mich.; and Winnetka-Highland Park, Ill.

The articles explore the relationship of advertising people to the community, and the relative status of advertising when compared with other occupations. They shed considerable light on the question of how advertising men regard themselves, and how they are regarded by others. They also indicate considerable misgiving about the value of advertising as a social and economic force. #



NEW TWIST—*Rainier beer focuses on a single pretzel in full-color newspaper pages like this in its first promotion with its new agency, Doyle Dane Bernbach.*

General Motors Tops '60 Spenders in Four Media

Car Giant Invests $66,000,000; P&G Next With $54,830,000

(Table of 100 leaders on Page 106)

NEW YORK, March 22—The country's top 100 national advertisers last year put more than $1 billion into network television, magazines, and supplements—an advance of more than $60,000,000 over 1959.

General Motors displaced Procter & Gamble as the leading ad investor, spending upwards of $66,000,000 last year—nearly $13,000,000 more than its 1959 total. P&G, 1959 leader with an investment of $54,830,000, sliced its appropriations last year to just above the $50,000,000 mark. This figure still gave it an $8,000,000-plus bulge over the third-ranking advertiser, American Home Products, which weighed in with $41,492,000.

Rounding out the leading ten were: General Foods at $35,600,000; Lever Bros., $33,800,000; Colgate-Palmolive, $27,200,000; R. J. Reynolds, $23,800,000; General Mills, $23,600,000; Ford Motor, $23,500,000; and Chrysler, $22,700,000.

■ Major advances in appropriations included Texaco's leap from 36th place in '59, when it spent $7,700,000, to 24th spot last year with $13,100,000, and Westinghouse's jump from 35th to 28th place. In '59 Westinghouse spent $7,700,000; last year the figure was $11,800,000.

Breaking down the $1,004,638,195 invested in advertising last year by the 100 leaders, media totals went like this: Network television, $580,107,155; general magazines, $350,559,264; Sunday magazine sections, $65,148,085, and farm magazines, $8,822,991.

The totals put network tv better than $37,000,000 head of its 1959 figure. Magazines enjoyed a gain of upwards of $30,000,000. Sunday magazine sections were down about $5,000,000 and farm magazines were off about $1,300,000. #

Ratings Fair; Abused by Admen, Congress Told

Report Finds Ratings Conscientiously Made, but of Limited Utility

WASHINGTON, March 23—Radio-tv ratings published by seven top services are technically sound, according to a report submitted to Congress today, but broadcasters and advertisers aren't necessarily using them properly.

Carrying the names of three distinguished members of the American Statistical Assn., the highly technical 163-page report said all seven services "are trying to do good jobs." While the study group offered ideas to improve the operations of each of the services, it indicated existing national ratings are probably as accurate as they need to be.

The study group was less enthusiastic about the quality of the ratings which are published for small markets. The high degree of error that results from small samples and the long span between studies misleads advertisers who are placing spot schedules, and results in injustices to individual stations, the group said.

■ Since there is inevitably the possibility of sampling error, the statisticians emphasized their belief that as far as rating services are concerned, there is safety in numbers. Stressing the fact that the chance of error is reduced as the number of studies increases, the experts said users should compare two or more rating services whenever possible. "When they agree, the chances are very good that at least policy decisions will reflect the listening and viewing behavior of the population of the U. S."

While ratings can be useful in measuring audience, there are many times when caution should be the order of the day, the report emphasized.

"When there are important disagreements among the rating services; when program or station ratings do not differ by large amounts, but the differences are treated as significant; when decisions are made on the basis of cost per 1,000 and the ratings are fairly low and the sample fairly small, it is questionable," the report said, "whether ratings provide an adequate basis for important decisions."

■ The report, received by the House committee on interstate and foreign commerce, has been in preparation for nearly a year. Cov-

(Continued on Page 104)

Kennedy Seen Naming Consumer 'Watchdog'

Persia Campbell May Head White House Office of Consumer Counsel

WASHINGTON, March 24—President Kennedy is expected to move soon to carry out his proposal for a White House unit to look after the interests of consumers.

Persia Campbell, professor of economics, Queensboro Community College, New York, has been studying the proposal for the White House, and she is expected to get the appointment as head of a new Office of Consumer Counsel.

The plan for a White House "watchdog" unit to speak for consumers was included in the Democratic Party platform last fall, and was specifically endorsed by Mr. Kennedy in a speech Nov. 5. It reportedly will involve a fairly elaborate structure within government to assure that the consumer viewpoint gets considered at policy-making levels. The White House unit would "represent" consumers before regulatory agencies, and in broad economic policy-making. In addition, it is expected to encourage formation of consumer advisory committees in such agencies as the Departments of Agriculture, Commerce and Health, Education & Welfare.

■ The idea of a "consumer office" has already been extensively tested in state governments. Dr. Campbell directed a pioneer unit of this type in New York state under Gov. Averill Harriman. Similar organizations operated in

(Continued on Page 103)

AIA to Revive Ad Reserve Fund Plan at Confab

NEW YORK, March 22—The Assn. of Industrial Advertisers is planning to revive an old, almost forgotten plan of the early 1950s allowing advertisers to establish advertising reserve funds as a cushion against slack business periods.

AIA president John Freeman told ADVERTISING AGE he had "definitely decided" to put the reserve fund plan on the agenda of AIA's April 19 meeting. "I'd like to get this idea off the ground," he said. "This thing is like a hole in the roof—we only think about it when it's raining."

While the AIA planned to reexamine the fund idea, the Assn. of National Advertisers said today it was against the plan. The ANA, which once before explored the possibilities of the plan, explained its current stand through Peter Allport, president.

"When they got down to brass tacks, most advertisers felt the idea created more problems than it solved," he said.

■ Mr. Allport pointed out there would have to be a cut-off point at which time reserve funds would have to be spent. At the end of five years, for instance, a company would be forced to get rid of all

(Continued on Page 110)

Graybar Names Hicks & Greist

$200,000 Account Had Been at G.M. Basford Shop for Two Decades

NEW YORK, March 24—Graybar Electric Co. has switched to Hicks & Greist after short-circuiting a 20-year relationship with G. M. Basford Co.

Graybar, which budgets about $200,000 and calls itself the world's largest distributor of electrical products, had been shopping for an agency for three months, E. Lex Bacon, general advertising and sales promotion manager, who has been with Graybar 22 years, declined to comment on the change. He emphasized that "we've been dealing with very fine people and have had a very good relationship with them."

He said the change had nothing to do with personalities, nor, he said, is Graybar branching into new fields. In the search for a new agency, he said, he was "thrilled and delighted to find so many fine people in this business."

■ Other company sources, however, indicated that the switch grew out of "dissatisfaction" with the agency. Nevertheless, Basford reportedly was among the agencies invited to solicit the business.

Graybar "seriously considered" five agencies, but limited presentations to three. One of these was Ellington & Co., which had hoped to land the account via its recent acquisition of John Mather Lupton Co. The Lupton shop had handled a small section of Graybar business. #

Last Minute News Flashes

Technicolor Seeks Agency for New Products

LOS ANGELES, March 24—Technicolor Inc. is screening at least a half-dozen agencies here in advance of marketing two new consumer products, a home movie projector dubbed "instant movies" and a new film product. Fuller & Smith & Ross is reportedly a leading contender. McCann-Erickson continues as Technicolor's agency of record, but withdrew from the new products picture due to a conflict with another McCann account, Bell & Howell. Billings of the campaign, scheduled to break around mid-April, initially are estimated in the $500,000 range.

Thompson Named Helena Rubinstein Ad Head

NEW YORK, March 24—Alice Thompson, formerly director of marketing and research for *Ingenue* and at one time editor of *Seventeen*, has joined Helena Rubinstein Inc. as advertising director. She succeeds Sara Fox, who has retired. An "entirely new" ad department is being set up by the company.

Fletcher Richards Snaps Up Bali Bra

NEW YORK, March 24—Bali Brassiere Co. has appointed Fletcher Richards, Calkins & Holden to handle its advertising. More than 40 agencies solicited the account, which was resigned last December by Hockaday Associates. It is estimated to bill about $150,000.

(Additional News Flashes on Page 103)

Ford of Canada Shifts Cockfield Share to Vickers

Move Builds Portion at Vickers & Benson to About $3,400,000

TORONTO, March 23—Ford Motor Co. of Canada and Cockfield, Brown & Co. yesterday ended their fast-cooling 20-year-old association.

The portion of the Ford account which was at Cockfield, Brown, estimated to bill $900,000 a year, has been moved to Vickers & Benson. J. Walter Thompson retains its segment of the account.

The development was not unexpected in advertising circles. The two companies, once very close (at one time Cockfield, Brown handled all the Ford business), had been growing apart for a number of years.

Ford, which has been using three agencies—Cockfield, Brown; J. Walter Thompson, and Vickers & Benson—now will use only two for its product advertising account, estimated to involve $6,000,000 a year in billings.

John D. King, Ford's vp of marketing, said the move was designed to "minimize duplication of day-to-day, yet costly, agency services."

He said it would also align agency responsibilities to match as closely as possible the product lineup of Ford dealers.

■ While Ford and Cockfield, Brown, were very close at one time, it is understood that neither company is spilling tears over the split. In fact, the development allows Cockfield, Brown, Canada's second largest agency, to go after another automobile account without hesitancy.

Informed sources have known for some time that the agency has not been happy with the relatively small amount of automobile billing it has had, and they expect it to move swiftly to acquire a replacement for Ford.

The piece of the Ford business Cockfield, Brown lost to Vickers & Benson ($900,000) was the smallest of the three segments.

■ Vickers & Benson's Ford billings reportedly are running at the rate of $2,500,000 a year, while those at J. Walter Thompson are at the $2,000,000 level.

Acquisition of the Cockfield, Brown segment of the account will push Vickers & Benson's share to an estimated $3,400,000 a year.

It is understood, however, that Ford is still considering the use of a third agency for a public relations campaign, which may involve advertising. The company has interviewed about six U.S. and Canadian shops.

■ This is how Ford's realigned agency assignments shape up:

J. Walter Thompson—Ford Monarch, Falcon and Thunderbird cars and Ford trucks.

Vickers & Benson—Mercury, Meteor, Comet and Lincoln cars and Mercury trucks, plus the following accounts formerly at Cockfield, Brown: the British Ford line, including Anglia, Consul, Zephyr, Zodiac and Thames; Fordson and Ford tractors and equipment; parts and accessories; and "all-product" or institutional advertising.

■ While there is nothing official to go on, it is generally known that most automobile companies operating in Canada are reviewing their advertising programs and agencies with a keen eye.

Among these companies are Studebaker-Packard and General Motors. The Studebaker-Packard account, which bills about $400,000 a year, is lodged at Tandy-Richards. MacLaren Advertising Co. handles all of the General Motors business in Canada, an account estimated to involve $12,000,000 a year in billings. #

'BH&G' Adopts New Rates, Base, Discount Plan; Adds Editions

DES MOINES, March 24—Meredith Publishing Co. will inaugurate continuity and impact discounts, will add four regional editions and will raise the circulation rate base and advertising rates for *Better Homes & Gardens*, effective with the October issue.

The rate base will be increased 4.9%, from 5,100,000 to 5,350,000. Rate for a b&w page in the national edition will be increased 4.9%—from $23,045 to $24,175. Rate for a four-color page also will be boosted 4.9%—from $31,480 to $33,025.

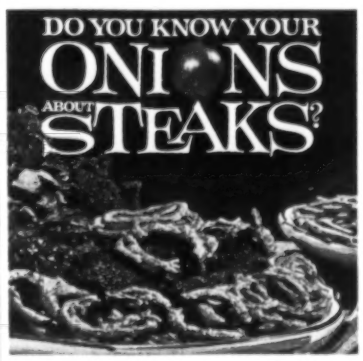
Instead of the present southern, western, eastern and central regional editions, *BH&G* will offer the New England, middle Atlantic, east central, west central, central, southeastern, southwestern and Pacific regional editions.

Two new discount plans—continuity discounts and impact discounts—are being added to the volume discounts currently available. Continuity discount is earned on a minimum dollar equivalent of a b&w page in each of 12 consecutive issues, with a maximum of 4% for $132,100 and over. Impact discount is earned on a minimum dollar equivalent of three four-color pages appearing as consecutive pages or on consecutive spreads in a single issue, with a maximum of 3% for $165,125 and over.

Karyl Van, vp and ad director, said the new regional editions have been made possible by an investment of $15,000,000 in new plant and equipment. #

Starrs Adds Two Accounts

Tronomatic Machine Mfg. Corp., manufacturer and designer of plastic heat sealing, die cutting, vacuum forming and pressure forming machinery, and Customode, New York, designer of hi-fi and stereo cabinetry and electronic equipment and components, have appointed John Patrick Starrs Inc., New York, to handle their advertising.



The secret: timesaving O & C French Fried Onions

TIMESAVER—*Olney & Carpenter, Wolcott, N.Y., will run ads like this from May through January in Family Circle and Woman's Day featuring recipes embellished with O&C french fried onions. Rumrill Co., Rochester, is the agency.*

Helene Curtis Ads Seek Distributors in Appliance Field

CHICAGO, March 23—Helene Curtis Industries has turned to the radio-television-appliance field in an effort to find distributors for its beauty supply and equipment products.

The cosmetics giant ran a page ad in the March 21 issue of *Home Furnishings Daily* to recruit new distributors. The company said it approached appliance distributors because their operations, services and capital investments closely approximate the operations of beauty supply distributors. No other ads are planned at this time.

Although it declined to cite specific figures on how many distributors it currently has or how many distributors are being sought, Helene Curtis said it planned to expand into areas which now are not represented, and to replace some current distributors who are retiring or selling their businesses. #

Wander Buys Piece of Suchard

Wander Co., Chicago, has acquired a substantial interest in Suchard Co. of Switzerland's candy business in the U.S. Wander will take over management of the business immediately.

Smith, Kline Views Proprietary Field, Names Foote, Cone

PHILADELPHIA, March 23—Smith, Kline & French Laboratories confirmed that it has appointed Foote, Cone & Belding, New York, to research the possibility of entering the proprietary medicine field.

The company told ADVERTISING AGE this week it had not made any decision on when or if it will enter the field or establish a subsidiary for this purpose as it has in Canada (Franklin Laboratories).

The appointment of Foote, Cone was made very quietly several months ago, but it is not known whether a particular product has been selected for testing as yet. SK&F is playing this new project very close to the vest because of the competitive situation in this industry.

■ The SK&F move parallels Upjohn Co.'s recent appointment of McCann-Marschalk to conduct a study to help determine whether Upjohn should advertise its vitamins to consumers (AA, Jan. 2, 16).

Doremus & Co., Philadelphia, handles the regular Smith, Kline & French advertising. #

Sylvania Ads Back Its Wired TV Setup

NEW YORK, March 23—Sylvania Electric Products has launched the first advertising for its direct-wire tv systems. A six-month campaign calls for six insertions each in *Business Week*, *Fortune* and the *Wall Street Journal*.

Advertising began this month, more than a year after the product was introduced. Copy will include testimonials from current users in commerce and industry.

The Sylvania tv camera weighs 15 lbs. The manufacturer's suggested list price is $650.

Kudner Agency has the account. #

AB-PT Gets Final Payment

American Broadcasting-Paramount Theaters, New York, received $5,497,500 from Walt Disney Productions, which is the remainder of AB-PT's sale price of $7,500,000 for its stock interest in Disneyland Park. This prepayment, originally payable over five years, will add capital gains of $3,846,000, after taxes, to AB-PT's first quarter 1961 earnings.

U.S. Tobacco Appoints D&C, Doherty, Clifford

NEW YORK, March 23—U.S. Tobacco Co.—maker of King Sano cigarets, pipe tobaccos and snuff—has split its business between Donahue & Coe and Doherty, Clifford, Steers & Shenfield.

The move follows a long and complicated series of disagreements with its old agency, C. J. LaRoche & Co., which had handled the whole account since December, 1956.

U.S. Tobacco began conducting preliminary screening sessions at the end of 1960. Robert J. Steinle, ad manager, said the account for the coming year would be about equally divided between the two agencies. Total billings were estimated at $1,200,000.

■ The business originally went to LaRoche in two pieces. The agency had a small portion, including some pipe tobacco brands, such as Old Briar. After about two years, the rest of the business was added.

With the switch, DCS&S will handle Copenhagen snuff, Old Briar and Dills Best smoking tobaccos, Encore cigarets and a new product not yet announced. Encore is still in the test market stage.

Donahue & Coe will handle King Sano and Sano cigarets (the company's top cigaret brands), Model tobacco, and the premium tobaccos—Lion Head, White Cloud and Antique Mixture No. 38. In addition, it will handle Skoal chewing tobacco and a product not yet announced. #

Bristol-Myers, Sterling, Plough Defend Ad Claims

NEW YORK, March 24—Three of the four major analgesics marketers, which were cited last week by the Federal Trade Commission for alleged misleading advertising claims for their headache remedies (AA, March 20), this week defended their advertising. The fourth company—American Home Products, which makes Anacin—declined to comment.

Following are the statements issued by Sterling Drug Inc., Bristol-Myers and Plough Inc.:

■ J. N. Cooke Jr., vp of Sterling Drug Inc. and president of its Glenbrook Laboratories division, which markets Bayer aspirin:

"The Federal Trade Commission has instituted proceedings against Sterling and three other companies questioning certain advertising claims for proprietary analgesics.

"For years aspirin—the most widely used medicinal preparation in the world—has been disparaged by claims of others that certain analgesics act 'faster' or act 'twice as fast' as aspirin in the relief of pain.

"Sterling, as well as responsible medical authorities, have conducted studies to evaluate such claims. These studies, in which the aspirin used was Bayer aspirin, show that the claims in behalf of other analgesics of 'faster' and 'twice as fast' are not supportable. Further, they show that the addition of buffering agents to aspirin serves no clinically detectable useful purpose.

"The results of these studies

(Continued on Page 103)

Highlights of This Week's Issue

A complete tabulation of all planned advertising readership studies for 1961 of general and farm magazines, newspapers and business papers is presented in this issue on Pages 37 and 38 by ADVERTISING AGE. *The tabulation was compiled by Max Berking Inc.*

Henry Helde Inc. switches its advertising account to Fuller & Smith & Ross after 18 years with Kelly, Nason ..... **Page 3**

General Mills launches four new cereals on the British market through its subsidiary, Latham Foods, under the family name "Big G Cereals" ..... **Page 4**

Eagle Pencil Co. offers a free handwriting analysis with every boxtop from Eagle's Mirado and Verithin pencils and Stickpin ballpoint pen as an added incentive for writing with its products ..... **Page 8**

Smith-Corona Marchant Inc. pegs its sales hopes on its compact electric typewriter ..... **Page 18**

Advertising Federation of America study reveals what qualities advertising executives possess ..... **Page 30**

Advertising Requirements survey reports plaques and trophies can perform a definite, long-range function as sales promotion tools or they can cause animosity, bad publicity or worse ..... **Page 34**

Marketing consultants Nicholas Samstag and Daniel Yankelovich say marketing needs less research, more philosophy ..... **Page 38**

Newspaper r.o.p. color advertising totaled 10,214,770 lines in January, 6.6% increase over January 1959 ..... **Page 46**

Brand Names Foundation names McInerny Ltd., Honolulu, "Specialty Store Retailer-of-the-Year" ..... **Page 52**

Arts & Publicity Ltd. splits into two units, Stewart-Johnson & Associates Ltd., operating as a full-service agency, and Art & Publicity, operating mainly as an advertising production house ..... **Page 58**

Fairchild Camera & Instrument Corp. will use print and spot tv to promote its talent search contest, being conducted in conjunction with Warner Bros. pictures for its forthcoming movie, "Parrish" ..... **Page 64**

Doyle Dane Bernbach Inc. shares top honors with Young & Rubicam and Look at the New York Art Directors Club's annual exhibition of advertising and editorial art and design ..... **Page 76**

Washington passes law prohibiting outdoor advertising within 660′ of interstate highways or along state highways in sections designated by the legislature as scenic areas ..... **Page 85**

Advertising Age probes advertising practitioners and their suburban neighbors on the question, "What kind of a person is an adman"? ..... **Page 87**

Walter Guild, president of Guild, Bascom & Bonfigli, charges that many large companies and industries have created idea-vacuums of "pompous perfection" ..... **Page 102**

WTMJ-TV preference study shows that the overwhelming proportion of Greater Milwaukee's tv viewers feel their needs are best served by pure entertainment programs ..... **Page 107**

Washington passes law prohibiting "false, deceptive and misleading advertising" ..... **Page 111**

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Du Pont to Spend $43,000,000 for Ads in '61: Dean

WILMINGTON, March 23—E. I. du Pont de Nemours & Co. will spend about $43,000,000 for advertising in 1961, Joel Edward Dean, director of advertising, has disclosed in a statement defending the role of advertising. It appeared in the current issue of the company's employe magazine, "Better Living."

Last year, Du Pont ads appeared in 1,583 trade and consumer magazines, newspapers and other publications in the U. S. and Canada, in 511 foreign publications, 1,942 telephone directories, and 1,184 radio and tv stations, he reported *(for a report on another aspect of Du Pont advertising, see Page 3, AA, March 6)*. Handling this communications effort are 275 people in Du Pont's ad department, and its three advertising agencies, Batten, Barton, Durstine & Osborn, N. W. Ayer & Son and Charles Rumrill Co.

In the "Better Living" article, "A Useful & Decent Practice," Mr. Dean pointed out that there are two reasons why mass produced goods cannot be brought directly to the customers: One is the trend towards self service; the second is the high cost of face-to-face selling.

■ "With few exceptions," the Du Pont ad chief wrote," I find advertising and the profession of advertising to be an enormously vital, useful and decent segment of U.S. life. Advertising has created new industries overnight. In fact, it is hard to conceive of a new product today that can be successfully launched without advertising. There aren't enough salesmen to tell us about it. Advertising is the only economical way to get the message across."

He said further that without advertising, just about every radio and tv station would go off the air, newspapers and magazines would have to increase prices sharply, and trade papers would have to cease publication.

■ Admitting that there are some black marks against advertising, Mr. Dean pointed out that these represent a small minority of advertising in this country.

"It's ridiculous to condemn a group for the poor behavior of a few," he said. "And this blame should not fall exclusively on those engaged in advertising. The responsibility for this kind of advertising must fall equally on the companies that pay for it. You can't divorce the management of the company from the advertising it sponsors."

■ Some of the charges critics use to belittle and condemn advertising are often malicious, contradictory and unfounded, Mr. Dean wrote.

"For instance, we are accused of manipulating and swaying the minds of the public to buy whatever we want to sell. What nonsense! It's all we can do to anticipate what the public wants. Often we're not successful," he admitted.

Revealing that Du Pont's ad costs average about 2¢ for every sales dollar, he stressed that advertising helps to sell vast quantities of products, allowing the producer to manufacture at lower costs.

Mr. Dean has an unusual background, as advertising director of one of the country's largest advertisers. He reportedly has never written an ad. He came up from a background in production and up through sales. In 1950, when the film department was organized, he became director of sales until January, 1960, when he was named to his present post. #

Canadian Adman's Daughter Inspires Prize Jell-O Slogan

(For other General Foods news see story on Page 84.)

MONTREAL, March 22—Thank heavens for little girls! That's the current refrain at General Foods Ltd.

For when eight-year-old Monique St. Denis sat down for a quiet lunch one day last summer she sparked an advertising campaign that has sent Jell-O sales zooming in Quebec.

Lunching with Monique was her father, Gerry St. Denis, manager of Baker Advertising Agency's Montreal office and a man with a monumental problem.

■ He had to find the French equivalent of Jell-O's English advertising theme—"Jell-O has built-in yum"—a slogan that could not be translated literally.

It was a rather gloomy lunch until pretty young Monique tasted her dessert and said: "J'ai l'eau a la bouche," which means, "My mouth is watering."

At that point, a wide grin spanned Mr. St. Denis' face and things returned to normal in his household. Young Monique had hit the jackpot.

Mr. St. Denis substituted "Jell-O" for "J'ai l'eau" in "J'ai l'eau a la bouche" and thus created a subtle French advertising slogan.

■ "Jell-O a la bouche" taken loosely (especially for broadcast media), can mean either, "I have Jell-O in my mouth" or "My mouth is watering," a play on words which is appreciated by the French-speaking Canadian.

To wit: The Quebec chamber of commerce at Quebec City was so impressed with the slogan (this could only happen in French Canada) that it asked Mr. St. Denis to address one of their meetings on "Why women like Jell-O."

As yet, Mr. St. Denis has not given the speech in English, which, of course, he is perfectly capable of doing. If, one day, he does, no doubt he will title it, "Why mum likes yum." #

Heide Switches to F&S&R in New Shift Into Broadcast Ads

NEW YORK, March 22—Henry Heide Inc. has switched its advertising account to Fuller & Smith & Ross after 18 years with Kelly, Nason.

Gene Sullivan, general sales manager, said the switch was made because of a company change in marketing orientation towards television and radio, which the new agency is better geared to handle. F&S&R won over about five competing agencies. Mr. Sullivan declined to name them.

The account has billed an estimated $150,000-$200,000 at Kelly, Nason. It is best known for its Juyfruits and Jujubes brands, although it also makes a line of standard candy items.

At the new agency, advertising will be concentrated in key cities, in a program now under preparation. #

'Petrochemical Industry' Sold

Petroleum Engineer Publishing Co., Dallas, has purchased all publishing rights of *Petrochemical Industry* from Producers Publishing Co., Bradford, Pa. The acquisition of the publication "will add more useful editorial content for our readers and will also increase the paid circulation base for advertisers in *Petro/Chem Engineer*," Joe B. Woods, president of the Dallas company, said.

SPLIT—*Lanolin Plus Inc., Newark, is launching its new Color Plus nail polish in magazines. This ad will run in the May Vogue and the June Harper's Bazaar. Daniel & Charles is handling the promotion.*

Howard Is Named to Presidency of C. J. LaRoche & Co.

NEW YORK, March 24—William H. Howard, once a senior vp in charge of new business at Young & Rubicam and more recently a member of the account management staff of J. Walter Thompson Co., has been named president of C. J. LaRoche & Co., effective April 1. He will succeed James D. Webb, who died of a heart ailment last September at 52.

Wm. H. Howard

Chester J. LaRoche, who took over from Mr. Webb, will revert to chairman of the board.

Mr. Howard, who was exec vp and advertising head of R. H. Macy & Co. before joining Y&R in 1948, also has been associated with Montgomery Ward and Gimbel Bros.

The LaRoche agency said John Graetzer and John Goodwillie would continue as exec vps and that Jerome Roscoe and Tom Lewis would remain as senior vps. C. R. LaRoche will continue as general manager. #

Bowling Supplement Set for Three Dailies

Bowling U.S.A., a separately edited rotogravure magazine, will appear in the Sunday, Aug. 27, 1961, editions of the *Chicago Tribune*, *Detroit Free Press* and *St. Louis Post-Dispatch*. It will be published by Bowling Inc., Skokie, Ill., which inserted a similar supplement in the *Tribune* last fall.

Westinghouse Goes All Out for TV Spectaculars: 18 on Three Networks

NEW YORK, March 23—Westinghouse doesn't go along with suggestions made by some advertisers (AA, March 20) that tv specials no longer carry a solid advertising punch.

Quite the contrary. This long-time major television enthusiast will invest its entire national tv budget in a package of 18 one-hour specials to be spread throughout the 1961-'62 season over the three major networks.

Ironically, CBS, which lately has been cool to the spectacular concept of programming, ends up with most of the Westinghouse specs--seven. NBC will carry six and ABC five.

■ On CBS, Westinghouse will pitch at dramatic fans; on ABC, the company will concentrate on music lovers; on NBC, there will be public affairs programs aimed at the intelligentsia, plus two entertainment shows.

The dramas will be produced by Gordon Duff. The musicals will range from "An Old-Fashioned Thanksgiving" to "Nutcracker Suite" to a Meredith Willson musical variety stanza. Chet Huntley and David Brinkley will narrate the public affairs documentaries.

J. H. Jewel, marketing vp for Westinghouse, said the aim is to "try to offer something for everyone. . . while maintaining the highest levels of good taste."

■ After nine years of sponsorship of the early tv favorite, "Studio One," Westinghouse has had difficulty finding another popular program. It stayed with the "Studio One" replacement, "Desilu Playhouse," for two seasons, dropping out in the fall of 1960. This January, the company bought a Nanette Fabray half-hour situation comedy on NBC; this one will last

(Continued on Page 106)

Bowl-Mor Appoints Chirurg & Cairns to Push New Pinspotter

LITTLETON, MASS., March 23—Bowl-Mor Inc. is branching out into the ten-pin setting business and has named Chirurg & Cairns, Boston, to handle the advertising.

Bowl-Mor's other automatic pinsetting machinery (Candlepin, Rubber-Band duckpin, duckpin and German ninepin) will remain with Harry M. Frost & Co., Boston.

The company is currently awaiting approval of the American Bowling Congress for its new ten-pin machine, which is to be manufactured, installed and serviced by Otis Elevator Co., New York. Otis manufactured Brunswick equipment before the company launched into its own manufacturing.

A company spokesman said advertising for the ten-pin apparatus in the second year could reach the same proportions as Brunswick's and American Machine & Foundry's. This would put it in the $1,000,000 category. #

Perkal Joins Stebbins

Rudolph Perkal has joined Hal Stebbins Inc., Los Angeles, as an account supervisor. He formerly was a vp and director of Charles A. Mottl Inc.

Circulation of Magazines Is Up 4.5% in '60: MPA

'McCall's' Pulls Ahead of 'LHJ'; 'Reader's Digest' Hits 12,592,912

NEW YORK, March 23—The 115 member books of the Magazine Publishers Assn. enjoyed a collective circulation gain of 4.5% last year, with total net paid averaging 149,717,976.

Among the big boys, MPA totals looked like this:

• *McCall's*, with 6,560,452, went slightly ahead of *Ladies' Home Journal*, perennial front runner in this group, which had 6,550,415. *Good Housekeeping* trailed with 4,-961,039. The *McCall's* gain amounted to 14.6%, while the *Journal* advanced 9.4% and *Good Housekeeping* went up 6.8%.

• The *Life-Look-SEP* competition saw *Life* wind up with 6,764,686, *The Saturday Evening Post* finish with 6,377,367, and *Look* end with 6,322,417.

• *Reader's Digest*, off by itself in circulation circles, advanced 4.8% to 12,592,912. *TV Guide*, another big-number title, was up 3.6% to finish 1960 with 7,079,511.

• The supermarket bigwigs, *Family Circle* and *Woman's Day*, were both ahead of '59 totals. *Circle* advanced 9.8% to 5,616,029, while *Woman's Day* jumped 18.9% to 5,-051,066.

• Other books in the multi-million circulation bracket made gains ranging from slight to strong. *American Home* was up 0.3% to 3,675,676; *Better Homes & Gardens* was ahead 3.4% to 5,037,498; *Boys' Life* added 6.6% to 2,047,313; *Coronet* inched up 0.4% to 3,122,628; *Redbook* grew 8.1% to 3,220,354; *Time* tacked on 6% to 2,541,977; and *True* grew 2.3% to 2,408,348.

■ Biggest percentage gainers included *McCall's Pattern Fashions*, zooming 83.9% (to 531,842); *Glamour-Charm*, jumping 42.4% (to 1,-140,144); *Hi-Fi/Stereo Review*, up 28.1% (to 162,950); *Popular Boating*, ahead 27.7% (to 177,159); and *Bride's Magazine*, up 27.6% (to 184,320).

Losers included *Cosmopolitan*, off 4.2% (to 857,669); *Farm Journal*, down 2.9% (to 3,030,290); *Holiday*, with a 2.4% drop (to 921,-061); and *The New Yorker*, off 0.3% (to 425,781). #

Schram Joins Booth

Laurence G. Schram, formerly assistant national advertising manager of the *Press*, Grand Rapids, Mich., has joined the Chicago sales office of Booth Newspapers.

SIGN OF SPRING—*Libby, McNeill & Libby, Chicago, is launching its annual Green Thumb store promotion with this color spread in the April 11 Look. J. Walter Thompson Co. is the agency.*

General Mills to Introduce Four New Cereals in England; Sets Big Ad Push

LONDON, March 21—General Mills, America's largest milling company and one of its biggest breakfast cereal producers, announced last week it is launching four new cereals on the British market.

This is one of the biggest developments yet seen in the British cereal market. And it reveals, as predicted in ADVERTISING AGE 18 months ago, one of the prime reasons motivating General Mills' purchase of Latham & Co., 75-year-old British company.

Through its British subsidiary, Latham Foods, General Mills is simultaneously launching Cheerios, Sugar-O's, Cracka-Jacks and Starkles under the family name, "Big G Cereals."

Cheerios are puffed oat rings in a 10½ oz. packet; Sugar-O's are sugar-coated puffed oat rings in a 9½ oz. packet; Cracka-Jacks are corn flakes in a 10 oz. packet; and Starkles are star-shaped puffs made from oats and corn in a 7 oz. packet.

■ Advertising, handled by S. C. Peacock Ltd., will back the initial launching in London and throughout southeastern England.

The cereals will be introduced with 45-second television commercials on the London, Southern and Anglia stations during peak viewing times and on "Children's Hour," together with a number of advertising magazine participations.

Press advertising will include full pages and 15" x 6-column ads in the two London and eight provincial evening newspapers in the launching area.

All advertising carries an introductory theme of, "Buy two, get another packet free." This theme is repeated on packs which also carry various cut-out models for children.

The press campaign gets under way April 5, the television campaign April 8.

■ The "Big G" theme, being used in all advertising, packaging and display material produced by Peacock, has a double interpretation. It identifies the cereal as a General Mills product and guarantees a full-price refund if the purchaser is not satisfied.

Distribution to retailers began last week and the heavy advertising campaign to back the launching is scheduled to run six weeks. Further advertising is planned to run throughout the year and after the cereals have been successfully launched in London and the Southeast, they will move region by region to national distribution, backed in each case by heavy advertising.

SPLIT PACK—*"21" Brands Inc., New York, is distributing Tribuno vermouth in these "split" packages which double as a carrier and a display. The packages were designed by Weyerhaeuser & Co. The agency is Guth, Francis & Richards.*

The cereal launching, with S. C. Peacock as the agency, follows the launching of Betty Crocker home baking mixes, through Batten, Barton, Durstine & Osborn.

■ The Betty Crocker line, represented by Baking Mix (Bisquick), American Fudge Brownies and four pudding cakes in lemon, caramel, orange and chocolate flavors, was launched last September, just 13 months after General Mills bought control of Latham and formed its successor company, Latham Foods Ltd.

Thus, General Mills' first overseas operation seems to be getting away to a good start. Its Betty Crocker line, with six entrants, is competing in a field with an estimated annual turnover of £10,000,000 ($28,000,000), where the main competitors are Alfred Bird & Son Ltd. (the British subsidiary of General Foods); Quaker Oats Ltd.; and Standard Brands Ltd.

Now, as predicted in AA, General Mills is out to carve itself a slice of the British breakfast cereal market, worth about £3,000,000 ($84,000,000) annually.

■ This is a tough market to crack. It is expanding at the annual rate of only 1% to 2%. Here a manufacturer can only improve his competitive situation at the expense of another brand. The situation is characterized by heavy advertising expenditures and the regular introduction of new brands by existing companies.

The launching of four new brands simultaneously, however, is a shrewd tactical move on the part of General Mills and its agency. By tying the four brands together under the "Big G" theme, any success attaching to one will tend to attract customers to the other three.

There is no immediate indication of the size of the advertising appropriation for this cereal launching, but it appears it will be a pretty hefty one—certainly by the time these four brands go national.

■ Total press expenditure on breakfast cereals has doubled from £557,000 ($1,559,600) in 1952 to around the £1,000,000 ($2,800,000) level, where it appears to have stabilized. Television advertising, on the other hand, is continuing to expand. Currently television advertising for cereals is running over the £1,500,000 ($4,200,000) level.

Since the introduction of commercial television in 1955 this medium's share of the cereal advertisers' press-television budget has grown from 20% to 60% of the total.

At present the breakfast cereal market is to all intents and purposes monopolized by American companies: Kellogg Co. of Great Britain Ltd., Nabisco Foods Ltd., Quaker Oats Ltd., and Alfred Bird & Son Ltd.

■ Recent market surveys show the cereal field breaks down this way:

Kellogg brands	61%
Shredded Wheat (Nabisco)	13%
Weetabix Ltd.	12%
Quaker Oats Ltd.	12%
Alfred Bird	1%
Others	1%

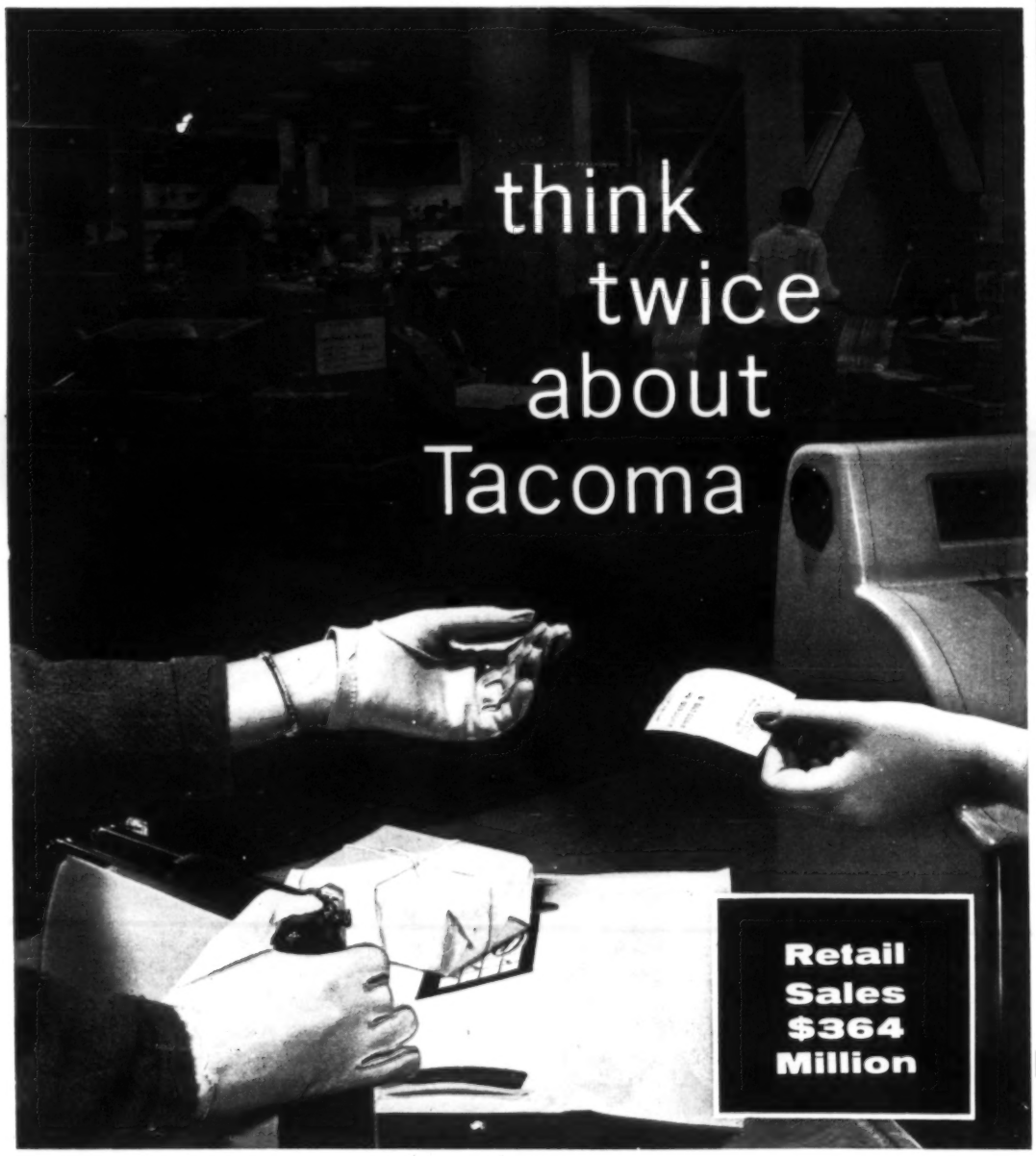
The dominance of Kellogg results mainly from the popularity of Kellogg's corn flakes, the market leader, which accounts for about 46% of all breakfast cereal purchases.

Even if General Mills can only achieve 1% of the market with its cereals initially, it will be a healthy $1,000,000 a year business. ≡

Wade to Move to New Offices

Wade Advertising will move its New York office to 10 Rockefeller Center April 15.

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

A NEW BABY IS SIZZLING HOT!

Fires the whole family into roaring action; sets off a powerful, driving demand for almost anything.

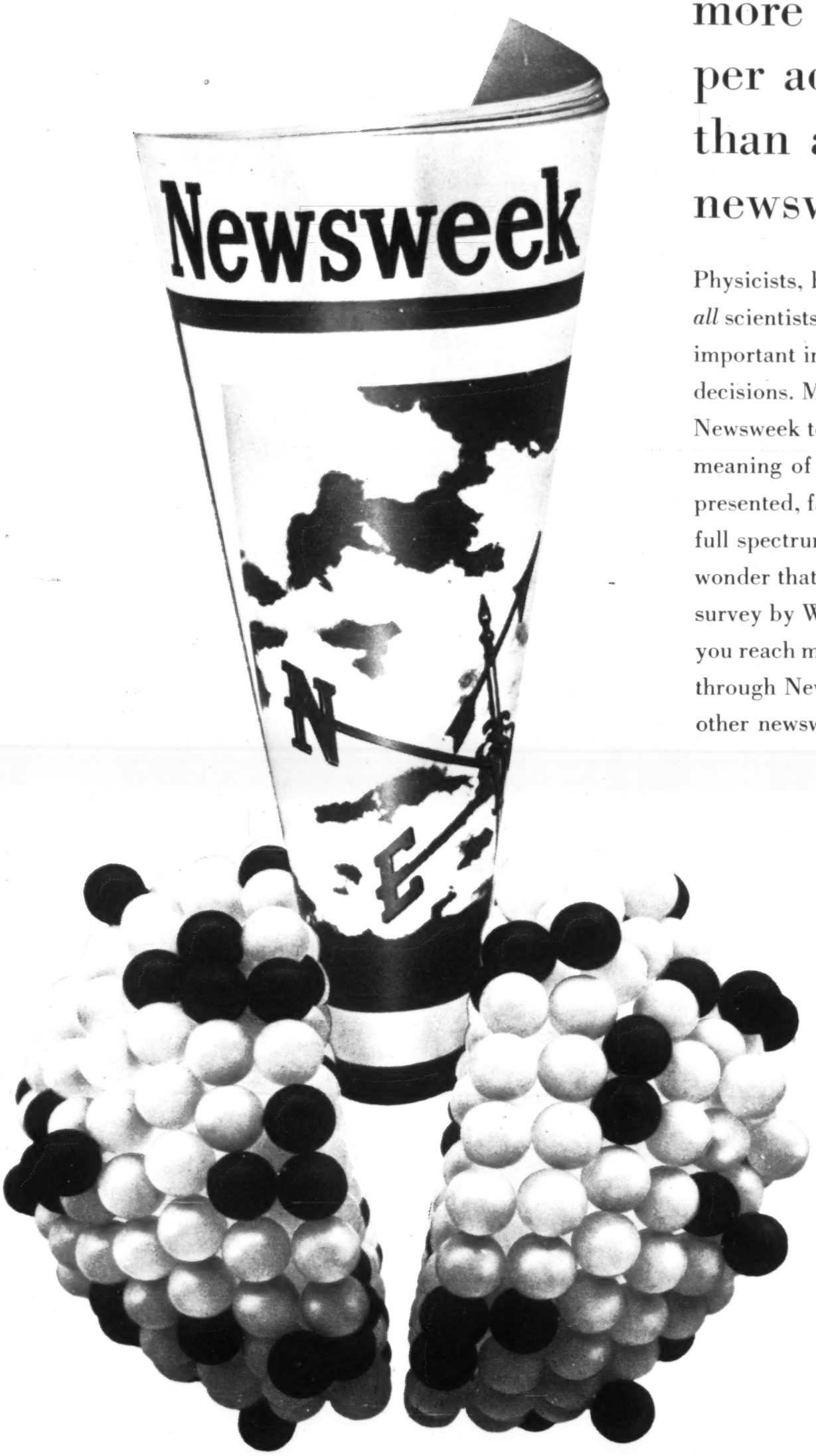
GIFT-PAX will distribute samples of non-competing baby and family products to 3,200,000 new mothers in the United States alone, many thousands in Canada and the United Kingdom — right at the bedside when the impact is greatest.

Gift-Pax®

CONTROLLED PRODUCT SAMPLING to NEW MOTHERS IN HOSPITALS

Let us tell you how your product can be included in this group, without waste and at low cost. Phone IVanhoe 5-0660, or write to

Gift-Pax® Inc.
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
United States Canada United Kingdom



Newsweek delivers more scientists per ad dollar than any other newsweekly

Physicists, biochemists, metallurgists—*all* scientists—are wielding increasingly important influence on corporate decisions. Many of these men read Newsweek to get the facts and the meaning of the significant news . . . presented, fairly and clearly, across the full spectrum of human affairs. Small wonder that, according to a recent survey by Walter Gerson & Associates, you reach more scientists per dollar through Newsweek than through any other newsweekly.

. . . ahead of the news, behind the headlines . . . for people at the top

Brevity Is Soul of Contests, P.O. Told by D. L. Blair

NEW YORK, March 21—With the strategem of the apothegm, aphorism and epigram, D. L. Blair Corp. is armed to do battle with the postal authorities.

D. L. Blair Corp., for those who came late to this episode, is a specialist in contest management and judging and sweepstakes handling. The Post Office Department, an arm of the government entrusted with (a) the responsibility of dealing with lotteries and (b) more clauses, sub-clauses and parenthetical phrases (39 Ch. 1) (B) (5) than one can shake a lawyer at, wants to rule out lotteries by lengthening the number of words a contestant must use in contests.

The result is a 13-page "brief" in which D. L. Blair defends the principle of brevity.

The company indignantly rejects the notion that its contests may come within the purview of the lottery statute.

■ It resorts to the thunder of great names in history, and some astute use of definition, to make its point. Blair insists, "Brevity itself holds a respected place among the criteria of scholars and critics as a basis of merit" and goes on to say that the judgment of a last line in a limerick or the completion of a sentence in fewer than 40 words falls within the scope of such literary efforts as:

"The epigram ('a bright or witty thought tersely and ingeniously expressed'—Webster's); the aphorism ('a short, pithy, compendious sentence'—Webster's); the apothegm ('a short, pithy and instructive saying'—Webster's); and the proverb ('a brief epigrammatic saying'—Webster's), each of these a classically established and recognized literary form."

■ Well, in support of brevity, Blair summons the Golden Rule, Nathan Hale, Patrick Henry, Sir Winston Churchill and Gen. Anthony McAuliffe ("Nuts!"). The brief points out that Mr. Churchill could have said, "We owe a lot to the RAF," instead of, "Never in the field of human conflict was so much owed by so many to so few," an idea it owes to but doesn't credit to a Kenyon & Eckhardt house ad which won a gold key award from New York copywriters.

■ The brief also disputes the notion of the Post Office that 40 words might keep a contest statement completion out of the lottery category. What's wrong with the traditional 25 words or less? Blair wants to know, arguing that there's no justification for a change to 40 words.

Blair also argues that duplication is rare in contests, with research showing that 97.8% of a random sample aren't duplicates.

The company goes on to explain—in a rare look inside contest judging mechanisms—that entries go through mail opening to see if mechanical requirements have been met, through junior judges who discard commonplace material, and grade entries as "reject," "basic," "merit" and "executive survey."

"Junior judges" are upper level college and graduate students, majors in advertising, marketing, industrial psychology and English. "Basic entries" form a reserve to be reevaluated if the "merit" category has to be enlarged. "Merit" entries go to senior judging.

■ Senior judges have B.A. or M.A. degrees, with heavy experience in the same majors as juniors. Final executive judging is handled like senior judging, with top entries handled in executive review. Executive judges have M.A. degrees or doctorates, and associate or full professional rank, with concentration in English or marketing.

Judging is on the following factors: aptness (0—25); originality and effectiveness of language (0—50); sincerity or believability (0—10); and consistency and clarity (0—15).

In an appended newsletter, Blair reports these breakdowns for types of national contests:

25-word-statement	28%
Sweepstakes	22
Naming	20
Jingle	14
Picture game	12
Miscellaneous	4

A similar analysis of major prizes in contests shows:

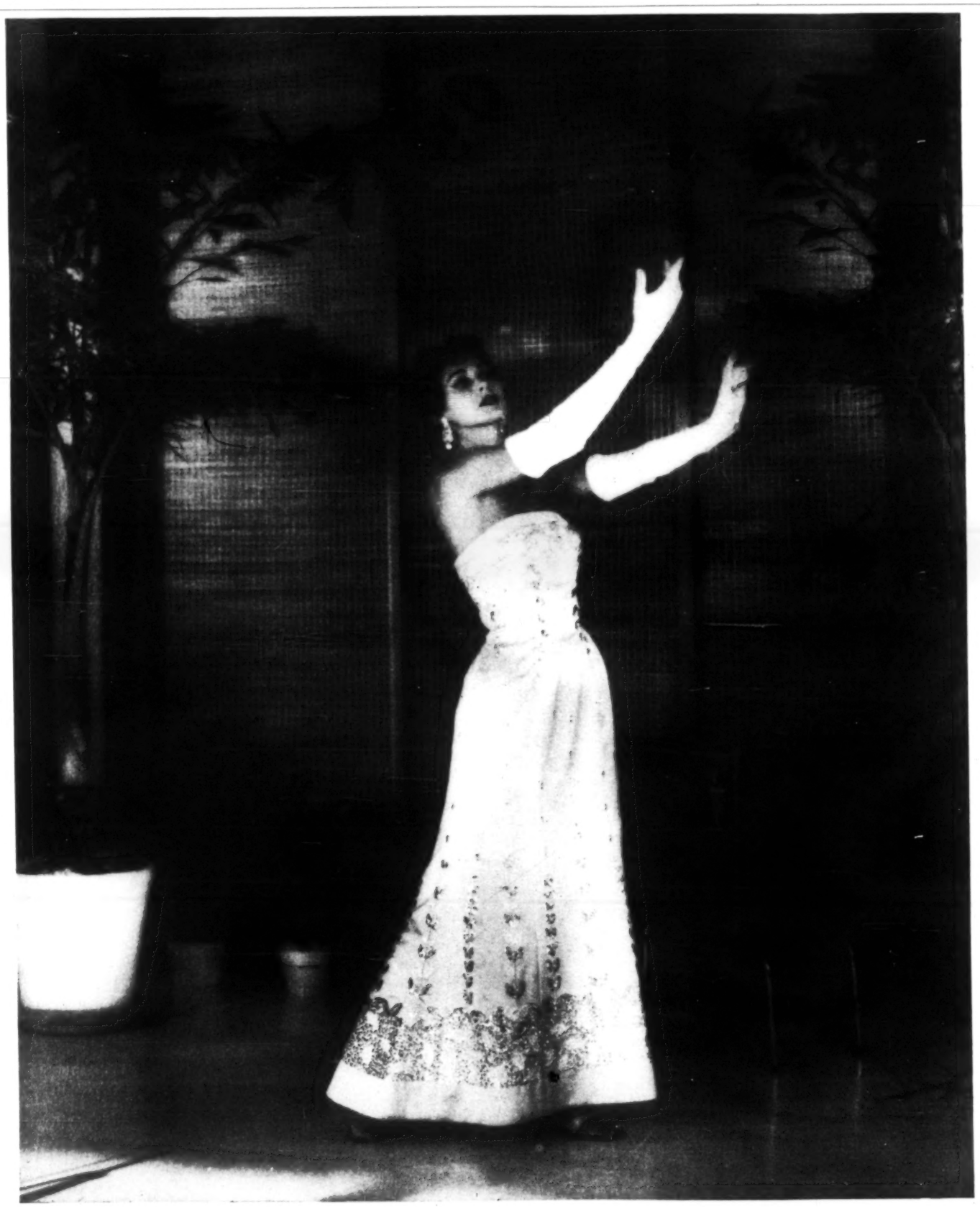
Merchandise	30%
Cash	28
Vacations	26
Cars	12
Miscellaneous	4

You gonna paint house?
Better pick house paint that lasts many, many moons!
LOWE BROTHERS PAINTS
HOW? Look for paints with palefaces on package
LATEX
THE LOWE BROTHERS COMPANY • DAYTON 2, OHIO

WAR PAINT?—*Lowe Bros., Dayton, will feature a colorful Indian theme in its 1961 advertising for its paints. Four-color vertical half pages will run in magazines starting in April. Kircher, Helton & Collett is the agency.*

Pabst Has Sales, Profits Gain

Pabst Brewing Co. has reported net earnings of $2,062,577 for the 1960 calendar year, an increase over 1959 earnings of $1,236,668. Pabst had sales last year of $150,024,376, an increase of $3,491,547 over 1959 sales. It was the second successive year in the last five years that the brewer has finished in the black.



SO LIGHT IS LIGHT...SO WHAT?

To many men in many plants, light is the opposite of dark. Simply something to see by. But to certain men... specifically those who are paid to *manage* plant operations... lighting is as much a production tool as any piece of equipment on the plant floor. It can be engineered to improve quality, step up output, cut costs. These men scrutinize everything with a cost-eyed view. And that goes particularly for the pages of FACTORY, edited *exclusively* for them. FACTORY is their favored source of new ideas and methods and equipment, the latest in management techniques and thinking. Can you conceive of a more compatible environment to advertise *your* equipment... lighting or leveling docks, computers, paints, or what-have-you?

FACTORY

A McGraw-Hill Publication · 330 West 42nd Street · New York 36

. . . TO REACH MORE OF THE MEN WHO MANAGE PLANT OPERATIONS, AT LOWER COST, THAN ANY OTHER BUSINESSPAPER.

Eagle Pencil Aims Graphology Analysis Offer at Secretaries

NEW YORK, March 21—Eagle Pencil Co. is offering customers an added incentive for writing with its products this spring—a free hand-writing analysis with every boxtop from Eagle's Mirado and Verithin pencils and Stickpin ballpoint pen.

Based on the premise that "a large percentage of sales" come from secretaries who buy the supplies for small companies, Eagle is running ads announcing the offer in *Cosmopolitan, Modern Screen, Motion Picture, Photoplay, This Week Magazine, The Secretary* and *Today's Secretary.*

Ad copy says Dorothy Sara, "world famous graphologist," will reveal "fascinating facts about your character, personality and ability." Eagle considers this kind of promotion a natural, since almost 15,000 people in the past 15 years have responded to a 25¢ handwriting analysis offer buried inside the Eagle Mirado box.

The campaign, pegged at "over $100,000," will continue for three months, and "may be expanded" if enough graphology enthusiasts take Eagle up on its offer. The promotion is keyed to dealers with two-color spreads in trade journals, plus direct mail and statement stuffers.

Shaller-Rubin Co., New York, is the agency. ≠

Melvin Hall Agency Boosts 3

Melvin F. Hall Advertising Agency, Buffalo, has promoted three men. Dolph F. Lindgren, vp and copy chief, was named a member of the board of directors; James N. Felger, vp and director, was appointed assistant general manager; and William G. Agar, account executive and manager of the agency's Fort Erie, Ont., office, was promoted to market and research director.

Westinghouse Sets New Push Featuring 'Lamp Lighter'

The lamp division of Westinghouse Electric Corp. will launch the most aggressive consumer light bulb marketing program in its history this year. Ads will feature the "Lamp Lighter," a new caricature developed by the company.

The push includes ads on the new Westinghouse Playhouse show on NBC-TV; a heavy schedule of spots in major markets, and ads in *Good Housekeeping* and *The Saturday Evening Post.* McCann-Erickson, New York, is the agency.

Warren Named Haywood VP

Thorne R. Warren has been named eastern vp of Haywood Publishing Co., Chicago. He formerly was eastern sales manager.

Buick Ad Arouses Incredulity of Denizen of Ad Photo's Locale

NEW YORK, March 22—A four-color ad for the '61 Buick (McCann-Erickson), now running in magazines, is the target of incredulous comment by Lucien R. Greif, of Greif-Associates, New York publicity company, as "100% phony."

In a letter to ADVERTISING AGE, Mr. Greif dissected the ad, which showed an exurban wife greeting her husband at the Thornwood, N. Y., railroad station after his day's work in town.

"Most of us who live in Thornwood," wrote Mr. Greif, "are getting a real charge out of the ad, and our little station, which was mysteriously painted one midnight last fall. On ONE side. The rest of it is still as dirty as it ever was, without heat, attendant, or clock, and evil-smelling despite its missing windows.

"About the only thing that is real and true to life in this photo," said the disenchanted Mr. Greif, "is the crack in the chimney."

WAITING—*Thornwood commuters have been waiting a long time for their station to look as attractive as this, but it took a crew making a Buick ad to dress it up (at least the portion in camera range). AA is advised by a reader.*

■ Then he turned to other features in the illustration:

"The pretty gravel? About 50 sq. in. more than it took to cover the photo area. That handsome, gleaming, stainless steel train? No one around here ever remembers the New York Central being so lavish to its commuters. Only an act of Congress (or a Buick ad) would bring such first-rate rolling stock to this community. The rest of the time we make do with cars that were slated for retirement after World War I.

"Maybe readers in Racine, Wis.," said Mr. Greif, "are impressed by a *Life* ad stressing 'the clean look of action.' The rest of us can only wonder, does that Buick really have an engine?"

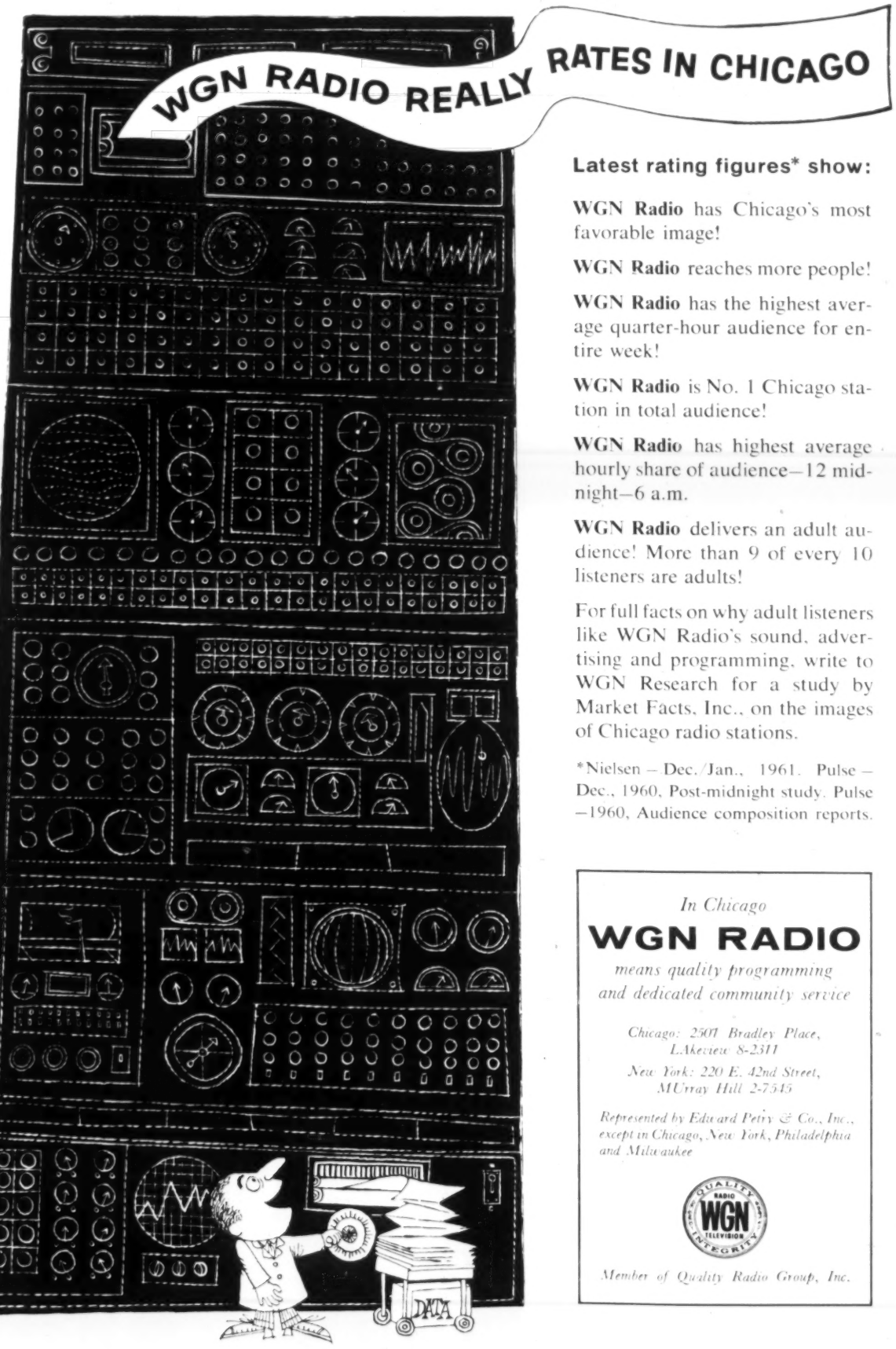
Mr. Greif asked, "If the American public no longer trusts advertising, could it be because most of us are learning to look behind the facade?" ≠

Times Tower Sold to Leigh

The Times Tower Bldg., midtown New York landmark, has been sold to Douglas Leigh, it has been announced by Arthur Hays Sulzberger, publisher of the *New York Times.* Mr. Leigh, creator of outdoor animated cartoon displays and other Times Square spectaculars, said he will convert the structure into a combination exhibition hall and office building.

Reagan Joins Western Agency

Arthur A. Reagan has joined the copy and contact staff of Western Advertising Agency, Chicago. He formerly was staff account man at Dow Chemical Co. in charge of all agricultural chemicals advertising and promotion.



Latest rating figures* show:

WGN Radio has Chicago's most favorable image!

WGN Radio reaches more people!

WGN Radio has the highest average quarter-hour audience for entire week!

WGN Radio is No. 1 Chicago station in total audience!

WGN Radio has highest average hourly share of audience—12 midnight—6 a.m.

WGN Radio delivers an adult audience! More than 9 of every 10 listeners are adults!

For full facts on why adult listeners like WGN Radio's sound, advertising and programming, write to WGN Research for a study by Market Facts, Inc., on the images of Chicago radio stations.

*Nielsen – Dec./Jan., 1961. Pulse – Dec., 1960, Post-midnight study. Pulse –1960, Audience composition reports.

In Chicago

WGN RADIO

means quality programming and dedicated community service

Chicago: 2501 Bradley Place, LAkeview 8-2311

New York: 220 E. 42nd Street, MUrray Hill 2-7545

Represented by Edward Petry & Co., Inc., except in Chicago, New York, Philadelphia and Milwaukee

QUALITY RADIO WGN TELEVISION INTEGRITY

Member of Quality Radio Group, Inc.

PUBLICITY

in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches all editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.

1475 BROADWAY, N. Y. 36

Q: Who are the most important people a selling campaign should cover?

A: Buyers–not bystanders

Your advertising sells to America's most important customers in "U.S.News & World Report"

Your advertisements today must not only compete with your competitors' campaigns for a share of market—they must compete with *all* advertising for a share of *mind*.

But whose minds are your advertisements seeking? Just numbers of readers? If your advertising is seeking customers and prospects—ready to buy, rather than readers just standing by—it can find no medium more effective and resultful for advertising that *sells* than "U.S.News & World Report".

This is the only magazine that concentrates exclusively on the important news of national and world affairs, and covers in depth, the impact—the scope—the *consequences* of such news in our business and personal lives. That is why it is bought and read so thoughtfully and intently, every week, by more than 1,200,000 important people—including the key people in business, industry, government, the professions—and in the community.

Impressive to many advertisers have been recent research studies of the people buying a wide variety of major-purchase products and services—corporate stock, new cars, business travel, air conditioners, etc. Of the 14 magazines studied, "U.S.News & World Report" consistently gives advertisers the most known buyers of their product or service per dollar—i.e., the best efficiency for their investment. If you have not yet seen the film strips, or the printed booklets, which document the statement above, please call the "U.S.News & World Report" sales office nearest to you for a prompt showing.

No wonder so many outstanding advertising campaigns that sell—and sell resultfully—have made "U.S.News & World Report" the spearhead of the program. No wonder "U.S.News & World Report" achieved the biggest advertising page gain of any news magazine in 1960. More and more advertisers rate it . . .

. . . the most important magazine of all

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Admen, Like Drivers, Face Tough Course in Mobilgas Economy Run

Ads Must Hurdle Rules, Race Deadlines; Dodge 'Hails' Runner-up Entry

NEW YORK, March 23—Winning the Mobilgas Economy Run may be child's play compared with what a winner goes through to get his advertising before the public.

For example:

- All advertising relating to the economy run results must be submitted in advance, and approved by the U.S. Automobile Club.
- Ads for the run may not include references to achievements in any other speed or performance tests.
- All print ads must contain the USAC emblem and the statement: "This advertisement approved and the data certified true by the USAC," and similar phrasing must be used in all broadcast copy.
- Specific regulations are laid down concerning the use of words like "win," "winner," "tops," "best," etc.; the type size and boldness of headlines; the position and size of the phrase "Mobilgas Economy Run," which must always appear; the class designation of the car; statistical interpretations of the results and many other factors relating to all forms of ad copy.

■ What is called the Advertising Clearance Bureau Inc. meets in the Mobil Oil Bldg. in Los Angeles most of the year, according to the 1961 official rules of the Mobilgas run; at USAC offices in Pasadena from Feb. 18 to March 10; and during the run, at various impounds enroute.

The economy run is cause for major promotional effort by Socony Mobil as well as the winners in most of the seven classifications. Mobil has already run two different newspaper ads in its complete newspaper list naming the winners in all classes and mileages of all other entries.

The first week in April, two additional ads will break announcing a sweepstakes contest in which duplicates of the 25 winning cars will be prizes. Winners who answer three questions regarding the economy run correctly will also receive a cash bonus. Coupons attached to the ads may be dropped at Mobil stations.

■ In Los Angeles, meantime, the Advertising Clearance Bureau is continuing to pass on stacks of material submitted by the various participants in the event.

A spokesman for the bureau—a Mobil pr man on loan to the club—said only three of the 16 auto makers represented in the economy run had not submitted ads for clearance.

He explained, however, that ads were withheld for reasons of economy. "When a car didn't have a strong potential for finishing first in class, the advertiser and agency, for economy reasons, took the calculated risk of not preparing advance layouts."

Also not represented on the advertising front this year, the spokesman said, were the various suppliers of auto components, such as spark plug, tire and battery makers. He could give no explanation for their apparent disinterest in the event.

- On the content of advertising that was submitted—and this has reached "tremendous" proportions—none were rejected outright, but some were returned to agencies for minor revisions, the spokesman said. Most of these, he added, failed to conform to Mobil rules on specifying the class in which the entry had competed, and miles per gallon attained in the run.

Although the auto club does not concern itself with budget and schedules, it was learned that some 65% of ads submitted for clearance were scheduled for newspapers and magazines, the remainder for broadcast media, display pieces, promotional literature, and other media.

■ Within a few hours after the judges calculated the final standings last week, newspaper ads for Mobil and the winning cars were in print, tv commercials were rolling and radio spots were announcing the winners.

Falcon, winner in Class A, for manual transmission compacts, was the over-all leader, with 32.68 miles per gallon for the 2,560-mile run from Los Angeles to Chicago. A Ford Fairlane also won in Class E, for low-price V8s.

J. Walter Thompson Co. was ready to go with fast-breaking ads in 110 newspapers in 60 markets. The ads were standing, and Thompson wired the results to newspapers, releasing the "winner" ad.

Ford also ran immediately a live tv commercial on the "Tennessee Ernie Ford Show" and repeated it this week on the Ford show and on "Wagon Train." A special radio campaign also is set.

All of the special Ford advertising plays up the Falcon, with a tie-in message on the Fairlane.

■ Chevrolet ran a taped commercial on "My Three Sons," boosting the Corvair Monza, winner in Class B. Chevrolet released a newspaper ad in 20 major markets.

Chrysler division, making a pitch for volume sales with its Newport series, released ads in about 200 newspapers in 150 cities. Newport was the medium-price winner. With a series of fast phone calls, Young & Rubicam was able to change the script on scheduled radio spots to include the Mobilgas angle.

Buick, winner with its compact Special in Class C, ran CBS and NBC radio network spots two days, and major market newspaper ads, also for two days. Plymouth hit 150 newspapers on a one-day program, and will follow with network tv on March 28. All automobile advertisers will, of course, use the Mobilgas economy run in some fashion in most of their upcoming scheduled programs.

Cadillac beat an Imperial and two Lincoln Continentals for the Class G award, but the division elected not to enter the advertising competition.

■ But not all auto companies are content to have USAC regulate their advertising activities. Dodge division of Chrysler Corp. startled Detroiters March 22 with a newspaper ad headlined "Leadfoot Loses Mobilgas Economy Run. Takes 2nd (Gets Only 23.0156 Miles Per Gallon)."

The ad—not cleared through USAC—goes on to explain how the Dodge Dart driver wore his shoes instead of driving barefoot, rolled down the windows and draped an elbow over the window sill. Nevertheless, the Dart "only missed being first in its class by 00.1384 mpg."

The same ad is scheduled for dailies in Chicago, New York and Los Angeles, and in *Life* March 31.

Dodge's disenchantment with the advertising committee comes on the heels of American Motors' disaffection with the run itself and has raised some question about the future prospects of the run. Unofficially, Dodge (which won in its class in 1959, 1957 and 1956) is said to be less than sanguine about the ability of the run to help Dodge sell cars.

American Motors has made marketing history with the economy appeal of its Rambler series and the car has been a heavy winner in past runs. This time controversy arose over price brackets and what constitutes standard equipment on the Rambler, and AMC withdrew in a huff (AA, March 20).

■ Ford Falcon was highly favored in some circles to take the honors in its class, which Rambler previously had, and there was speculation that this might have been Rambler's way out of a losing deal.

Rambler reportedly held off its withdrawal until the morning of the start of the run to prevent Mobilgas from getting a dealer entry from the Los Angeles area. If Rambler had pulled out even 24 hours earlier, Mobilgas could have scrambled up a last-minute dealer entry, which would have had no factory support or assistance, and the result would not have looked good for Rambler if the mileage had been low.

One estimate of the amount of money spent by Ford Motor Co. is close to $200,000, including salaries. Ford's expenses included a seven-week training course for drivers and mechanics at Anaheim, where motel reservations reportedly numbered around 50. Ford had elaborate charts and maps, which drivers preferred over those furnished by Mobilgas. Ford even used an airplane to follow overhead. Entries included eight Fords and Falcons, eight Mercurys and Comets and two Lincoln-Continentals.

■ Dodge participated only to the extent of paying salaries of drivers of two Dart six-cylinder cars entered by the Los Angeles-Orange County Dealers Assn. Dodge prepared rough ads for these cars only. Mobilgas asked dealers to enter other Dodges to fill out the entry lists, and two Lancers were entered.

A good guess on the amount of follow-up advertising done by the auto industry is $3,000,000 for the immediate winner ads.

One factory man told AA that there is "less and less value to the run, the way it's been promoted." He has looked at it "with a jaundiced eye for several years," and said results have become "very mudane, very ordinary." But a Ford man says the run was "extremely worth while," and economy is "important in sales success of Falcon."

■ Some cynical veterans of the Mobilgas runs—which go back to 1936 in their present form (they originated at the turn of the century as the Gilmore Run, sponsored by Gilmore Oil Co. which was subsequently purchased by a Socony Mobil subsidiary)—feel that it might be possible to stack the odds in favor of a particular entry.

They say this is conceivable even though USAC makes much of picking entries from stock cars in dealer showrooms; attempts to eliminate illegal tinkering by sealing engines and keeping cars in an impound; and stations official observers in each car.

It is felt by these Detroit veterans that much of the "rigging" possibilities could be eliminated by such methods as tearing down winning cars at the end of the run and allowing competitors to inspect them; allowing a second observer in each car from a competing company and even switching drivers and cars on a daily basis.

Finally, there is a feeling that maybe too much time is spent discussing and planning advertising by companies who will not be winners. The thought is advanced that the ad committee ought to sit after the run, not before, and possibly a representative of each entry should be on the committee.

■ Of course, USAC and Mobilgas make much of the advertising regulations because they are intended "to protect the public against advertising that would be confusing or misleading.

"Equally," says the official rules book, "they are intended to permit each participant to capitalize upon the achievements of his car honestly and fairly, and to provide assurance that an honest advertisement will not suffer dilution or be made less effective by counterclaims that are untrue or unclear."

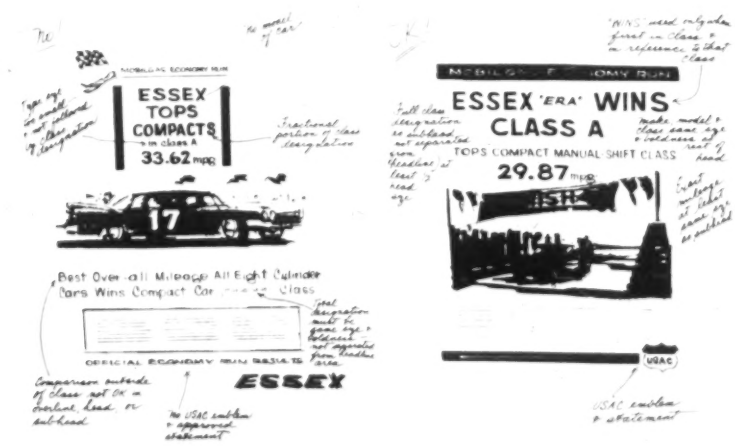
A Mobil spokesman told ADVERTISING AGE this week that in the last year advertising regulations were "tightened considerably, with quite a wrench." In the past, he said, winners cleared their first ads but then jumped the traces on subsequent promotions.

He said he did not know what would happen if an auto company discussed the run in an ad that had not been approved, adding that they would have violated their agreement and the ad would be suspect.

"These are days of purity in advertising, truth in copy. I just can't imagine an automobile company running an ad that has not been approved."

W. D. Moore, Dodge director of advertising, said the runner-up ad ran because "it provided a novel and honest advertisement for Dodge." He added it was not considered a violation of the run's advertising rules but "a factual representation of the fact of our second place finish in Class D, and it follows, exactly, the spirit of the Mobilgas USAC rules." =

REBEL—*A "non-approved" ad from Dodge on the Mobilgas economy run gently chides the extreme efforts made by contestants to boost gas mileage. The b&w ad is scheduled for newspapers in Detroit, Chicago, New York and Los Angeles, and in the March 31 issue of Life.*



DO'S AND DON'TS—*U.S. Automobile Club demonstrates to contestants exactly what they may and may not do on ads by preparing sample ads for the agencies, with marginal notes to guide them. These are from a set of five mock ads which explain various points of the ad restrictions.*

Schenley to Push Canadian O.F.C. in 'Business Week'

NEW YORK, March 21—Schenley Distillers plans to muscle in on a market dominated by Hiram Walker's Canadian Club and Seagram's V.O. Canadian. The Schenley entry—Canadian O.F.C.—has been revamped from a six-year-old label to an eight- and a 12-year-old brand.

Schenley's move includes a series of third-cover, four-color ads in *Business Week*, beginning with the April 22 issue. (Schenley has lined up 13 covers, to be shared at four-week intervals by I. W. Harper Bourbon.)

Canadian O.F.C. will be bucking massive magazine investments by Canadian Club and Seagram's V.O. In 1959, Canadian Club spent $1,780,647, and V.O. pumped $1,502,792 into magazines. Schenley's investment that year, by comparison, was $115,875.

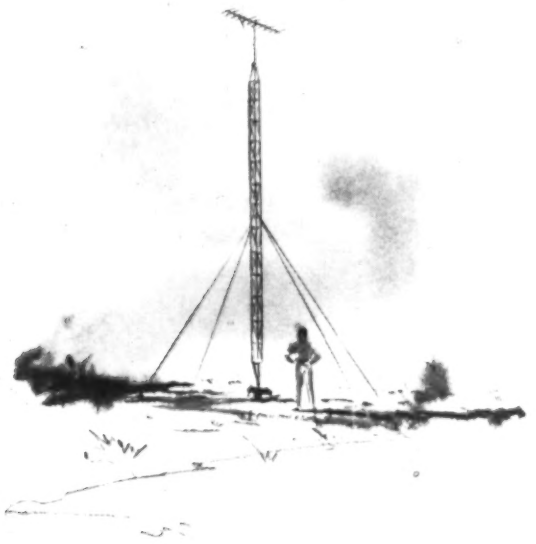
■ The Schenley drive—following precedent—will be a signature campaign. The first ad will be signed by William F. Tigh, president of the Canadian distillery. According to Doyle Dane Bernbach, the new campaign will feature "more specific" headlines and copy emphasis on the age of the brand, compared with "just about any other Canadian on the market," which "is six or even four years old."

Schenley, entering a business publication, said it was attempting to move from its old buckshot strategy. "You can expect to see more of this approach in the future," said Edward Parets, ad director. He said that in addition to specialized publications, O.F.C. would get an occasional "umbrella" in the shape of an ad in *Life*.

The I. W. Harper phase of the drive is being handled by Kleppner Co. =

Epic Moves Offices

Epic Advertising, San Marino, Cal., will move to new offices at 2540 Huntington Dr., effective April 1.



Most antennas are designed for average performance over a relatively broad range of signal frequencies.

The yagi antenna incorporates precisely engineered elements designed for peak reception in a narrow frequency range. It is primarily used in areas where maximum performance is required.

Like the tuned elements of the yagi, Electronic News is specially designed to gather and print only pertinent technical and business news. Engineers and executives appreciate its peak performance.

yagi

yagi

yagi

Chrysler to Use Its Series Chunk to Introduce '62s

DETROIT, March 24—Chrysler Corp., which this week joined Gillette Safety Razor Co. in sponsoring the $7,000,000 radio-tv sports package for this year, is moving back the introduction of its 1962 models to dovetail with its part sponsorship of the World Series.

Ordinarily, sponsorship of the series is bad timing for car manufacturers, since the early October series comes at the tail end of the model year, when consumer interest is lagging, and about two weeks early for upcoming models.

■ Chrysler is getting around this snag by shifting the launching of its models earlier. Present plans call for each division to introduce its models on successive days. Four games are guaranteed with the series, and seven is a possibility.

The sports package which Chrysler will share with Gillette will cover, in addition to the series, two All-Star baseball games, the Blue-Gray football game and the New Year's Day Rose Bowl game.

The games will be carried on the complete NBC radio and tv networks plus a number of independents—a total of 225 tv outlets and approximately 500 radio stations. The Blue-Gray game, in late December, will be carried on tv only.

■ It was the first positive word from Chrysler on upcoming tv plans. In February (AA, Feb. 20), Dodge division announced it will discontinue its share of ABC's Lawrence Welk show at the end of the summer run. There has been no word of a replacement for Welk, if any at all.

■ Gillette has sponsored the World Series on radio and later on tv consecutively for the last 22 years. A year ago, General Motors, through McCann-Erickson, shared the baseball package with Gillette.

Ford Frick, baseball commissioner, said the total payment for tv-radio rights to the series and the All-Star games will be $3,750,000. The $7,000,000 estimate includes the rights and time and network charges, but not the commercials.

Leo Burnett is Chrysler's corporation agency, and will handle the sports package. It was not known, however, whether the commercials will be strictly corporate—such as Torsionaire ride, alternator and other all-product features—or hard-sell pitches for the individual car lines. Best guess is that each division will get its chance to tell its own story in separate spots.

Young & Rubicam handles Chrysler and Imperial cars; BBDO has Dodge cars and trucks; and N. W. Ayer has the Plymouth account. It is expected that, while Burnett handles the sports package for the corporation, each division will cooperate in copy, artwork and theme in creating the commercials.

■ Chrysler is expected to make more corporate television buys, but no word is expected for at least two weeks.

The divisions also are expected to buy some tv time of their own, apart from their corporate buys. #

Fink, Carpenter, Rau Opens

Specialized Communications Co. has changed its name to Fink, Carpenter & Rau and has moved to new quarters at 400 Buhl Bldg., Detroit. Partners are Peter R. Fink, Robert B. Carpenter and Lawrence M. Rau. All were formerly with Campbell-Ewald Co.

Sponsors Line Up for 'Untouchables' Despite Italians' Ire

NEW YORK, March 24—Untouchable apparently is just what one major pressure group wants the popular ABC-TV crime busting show to be.

The Italian-American group, headed by New York congressman Alfred Santangelo, continued its pressure against advertisers this week with a call for a boycott against Armour & Co., one of the co-backers of the show.

There were hints that Mr. Santangelo's Federation of Italian-American Democratic Organizations might move against Whitehall Labs next if the situation isn't resolved to its satisfaction. Mr. Santangelo told ADVERTISING AGE that boycott and picketing action against Liggett & Myers, which already has canceled "The Untouchables" as of Oct. 5, will be pushed unless this company withdraws its name from the film series immediately.

There was no comment from Liggett & Myers or McCann-Erickson, which has maintained that the show was canceled not over fear of losing Italian customers but because of a dispute with ABC over time period shifts. ABC said Liggett & Myers had not asked that its commercials be dropped from the show.

■ Various Italian groups have complained about the portrayal of Italian-named characters as gangsters in this Desilu thriller. Leaders in some of these groups have indicated their satisfaction with accomplished and promised changes in the program. When AA asked Mr. Santangelo if his aim is to get the show off the air completely, he said yes. He said he had never emphasized this point, but that he felt this type of performance shouldn't be on television because it "breeds too much violence."

■ Armour said it has no plans for canceling the show. Dial soap's contract on the series runs through September; this company's fall buys haven't been made yet. But unofficial sources within the company indicated that the hard-hitting program had been a fine sales vehicle for Armour and that business has never been better. They point out that ABC and Desilu have been exerting every effort to mollify the complaints of the Italian groups.

As soon as the L&M fall cancelation of "Untouchables" was announced, there were several advertisers standing in line to replace the cigaret. Hoping to protect them from the ire of the Italians, ABC has not announced their names. But the new clients, who will join Armour, Beecham Corn Products and Whitehall on the show in the fall are Alberto-Culver, Miles Labs and J. B. Williams Co. #

'N.Y. Post' Adopts New Sliding Rate Scale

The *New York Post* has announced its departure from a national advertising flat rate policy via a new sliding rate scale which became effective March 15. The new *Post* schedule increases the open rate from $1.55 to $1.70 a line; provides a bulk discount as low as $1.50 for 50,000 lines run in one year; a frequency discount—irrespective of ad size—as low as $1.53 for 156 insertions in a year; and a full-page frequency plan giving advertisers a $1.47 rate if they schedule 52 pages in a year.

It marked the second major rate change by a New York newspaper in less than two months. On Feb. 2 the *New York World-Telegram & Sun* dropped its flat rate in favor of a bulk and frequency structure.

NEW CAMPAIGN—*"New York discovers . . ." two kinds of traffic, according to Otis Elevator Co.'s first ad of the new campaign.*

Otis Elevator Sets New Push in Trade Books, Magazines

NEW YORK, March 22—What is the mark of "class" in a building? And does a building have a reputation?

Otis Elevator Co. will use a series of four-color pages beginning with the April 10 issue of *U.S. News & World Report* to indicate how even a building may get a boost in life.

The series stems from a recent review of sales and ad strategy between Otis and its agency, G. M. Basford Co. As a result, the ads will play about the theme that "traffic congestion either ends at curbside or extends into building lobbies—depending upon the kind of elevatoring used." Basic to the theme is the theory that a building's reputation soon reflects the reactions of people who are tied up by the traffic in its lobby. Hence the mark of class: Complete automation.

■ Otis will try to prove the point with a series of ads that juxtapose the traffic situation in major U.S. cities with the value of a free flow inside buildings.

Altogether 54 magazine insertions are scheduled—six each in nine publications. The first ad (Park Ave. looking south from 57th St.) will run in *Architectural Forum, Architectural Record, Buildings Magazine, Business Week, Fortune, Journal of the AIA, Progressive Architecture, Skyscraper Management,* and *U.S. News.*

Subsequent ads will feature Philadelphia, Houston, Los Angeles, San Francisco and Chicago. The campaign will run through December.

■ Ads will get extra mileage in the shape of framed reprints presented to the cities involved and to owners of the buildings which are depicted. The ads will be used for direct mail.

J. C. Snape, vp of Basford, said Otis figures its share of automatic elevator installations at 54% of the market, with the next competitor, Westinghouse, doing about 34%. Installations can run to $6,000,000 per unit. The company claims to have units in more than 1,100 buildings.

■ For the Canadian market, Basford will omit the traffic theme. Canadian cities to be featured include Toronto, Montreal, Ottawa, Calgary, Winnipeg, and Vancouver. Mr. Snape said Otis will use only Canadian publications, and would avoid U.S. magazines that "wash over" into the country.

The account reportedly bills about $500,000. #

Saunders to Head Europe Ad Group

LONDON, March 21—Douglas Saunders, chairman of J. Walter Thompson Ltd. until his recent retirement, has been elected president and first chairman of the European Assn. of Advertising Agencies (EAAA).

Douglas Saunders

The election took place at a meeting of representatives of the eight founding countries—Denmark, Finland, France, Norway, Sweden, Switzerland, United Kingdom and Western Germany—in Paris. The meeting discussed and agreed on a plan of action for the association's first year.

Applications for membership are being received from full-service European advertising agencies. The first election of these agencies to membership will be made within the next few months.

■ It was agreed that headquarters of the association, founded in Oslo last September, will be in Zurich, Switzerland. The representatives selected and interviewed a small number of candidates from the 200 applications from many European countries for the post of secretary general. An appointment will be announced soon.

Safeguarding, and if necessary improving, the relations between agencies, advertisers and media, is one of EAAA's main tasks. Among the problems with which it will deal are commissions and the splitting of commissions between agencies in different countries.

Membership, according to the constitution, will be open to advertising associations and organizations and, in a separate class, agencies which fulfill certain conditions and qualify as full-service agencies. #

Union Central Life Returns to Air After 25 Years' Absence

CINCINNATI, March 23—After an absence of 25 years, Union Central Life Insurance Co. returns to broadcasting with two half-hour "Project 20" specials on NBC-TV during the 1961-'62 season. They will be based on a radio series the company sponsored on NBC from 1930 to 1936.

The insurance company owns the scripts of "Roses and Drums," the weekly series of historical dramas, which reportedly were the first ever presented with authentic sets and costumes before live studio audiences.

Because of the current interest in Civil War subjects, a company spokesman said, "It seems a natural to rework these old scripts into tv programs." Camera animation techniques will be used to give the effect of movement to 100-year-old still photographs.

The first show, featuring a biography of Ulysses S. Grant, will be presented some time this fall. A biography of Robert E. Lee will be telecast in January, 1962, to coincide as nearly as possible with his birthday.

■ The specials will be the first tv programs sponsored by Union Central. During the last quarter century the company advertised in magazines such as *Business Week, Fortune, Newsweek* and *Time*, and in some newspapers.

Union Central's television order was placed direct. Its agency is Stockton, West, Burkhart, Cincinnati. #

ARTY—*Barbizon Corp., New York, maker of women's lingerie, is identifying itself with the Barbizon school of art which flourished in France in the mid-19th century in ads in women's magazines this spring and fall. J. R. Flanagan Advertising is the agency.*

American Brand of Gasoline to Bow in National Ads in May

CHICAGO, March 22—American Oil Co. will break national ads and local advertising on a nationwide basis in May to introduce American brand gasoline.

Standard Oil Co. (Indiana), American's parent company, said at an annual report press luncheon today, "We believe that we can make the name American as well known and accepted nationally as Standard now is in the Midwest."

Details of the ad campaign were not revealed, but the company said American's new symbol will be identical to the present Standard torch and oval symbol, with the word American replacing Standard. D'Arcy Advertising Co., Chicago, handles the account.

■ In Standard's old 15-state midwest marketing area, Standard stations will continue to feature the Standard name, but will sell American brand gasoline and other products.

Indiana Standard's annual report showed the company had a total income of $2.04 billion in 1960, up from $1.98 billion in 1959. Net earnings were $144,762,000, compared with $139,597,000 the year before.

As it has in past years, Standard continued to trim its retail outlets. The 1960 total of 27,701 outlets is a 2.4% reduction from a total of 28,380 stations operating in 1959. #

FCC Fines KDWB $10,000 for Staying on Air too Long

WASHINGTON, March 22—In its first use of newly created power to levy fines, the Federal Communications Commission notified KDWB, the Crowell-Collier station in Minneapolis, that it plans to exact $10,000 because the daytimer was found to be operating at 1 a.m.

The commission said its investigators found the station operated between 1 and 4 a.m. ever since Crowell-Collier took possession in August, 1959. FCC said the station's explanation that it misunderstood the rules does not appear to be valid. It allowed another 30 days for the station to file a statement in writing or to send a $10,000 check, drawn payable to the Treasurer of the U. S. #

AMBITION STARTS EARLY. It's the need to learn, to know, and to do, to take part in something with others and to strike out for something on one's own. There is, perhaps, no magazine that can claim to fulfill these vital needs among its readers as thoroughly as does BOYS' LIFE.

Currently running is a series prepared with the assistance of the *American Bar Association* on the Origins of Law and Justice. Its purpose is to help create a more enlightened attitude among young people toward the safeguards and defenses guaranteed the individual under our legal system. Soon to come is an article by *Margaret Mead* on the responsibilities and rewards of growing up, written with the slant toward young reader interest. Features by *Ashley Montague* and *Durward Allen*, and stories by *A. B. Guthrie, Jr.* and *Ray Bradbury*, follow through. BOYS' LIFE today is as youthful, as spirited, as contemporary as the 5,000,000 boys who read it every month. There is no better way to advertise to the male youth market.

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, for the new Gilbert Comparison Study of the Male Youth Audiences of Seven Magazines: Boys' Life, Junior Scholastic, Life, Look, Saturday Evening Post, Scholastic Roto, Senior Scholastic.

THERE IS NOTHING AVERAGE ABOUT

All through 1960, advertisers reached 28 per cent more homes in the average commercial minute on the CBS Radio Network than on the second network...117 per cent more homes than on the third network ...120 per cent more homes than on the fourth. This year, with a new and expanded program schedule—more news, more information and

THE AVERAGE COMMERCIAL MINUTE

special features, more sports, plus the most popular personalities on any network—the CBS Radio audience lead promises to climb higher and higher. So whether you co-sponsor one five-minute show or buy a saturation campaign, there's nothing average about *your* average commercial minute

ON THE CBS RADIO NETWORK

SOURCE: NIELSEN RADIO INDEX, SPONSOR CUMULATIVE AUDIENCE SECTION; 12 FOUR-WEEK REPORTS, DECEMBER 7, 1959—DECEMBER 4, 1960.

The Editorial Viewpoint . . .

We Look at Mr. Advertising Man

On Page 87 of this issue, ADVERTISING AGE begins a series of three articles which might be called "Inside Mr. Advertising Man."

The articles detail the results of an unusual sociological study of advertising agency people and their non-advertising neighbors, in a number of upper class suburban communities around New York, Detroit, and Chicago.

We wanted to find out what advertising people thought of the advertising business and how they visualized the traits of the people in it . . . and whether their neighbors who are not in advertising feel the same way. So we sent personal interviewers on the staff of Market Psychology Inc. to talk to them.

What they found out about the "image" of an advertising man is being told in this series of three articles. People in the advertising business will want to read them carefully, and think about them seriously. They mirror a mental conception about advertising and advertising people, both in and out of the business, which is in some respects usual and comforting, and in many other respects unusual and disturbing.

After you have read the series, we shall be most interested in having reactions and comments—not only on this particular study, but on the value of investigations of this type into the image projected by advertising and advertising people.

A Thoughtless Action

At a time when circumspection is even more greatly to be desired than usual, the Denver Better Business Bureau has let itself become involved in a type of promotional activity which is of dubious value, and which might damage the entire Better Business Bureau movement, and thus indirectly damage advertising, which is the sponsor and godfather of the BBB movement.

The Denver bureau has thought up the idea of promoting an "emblem of truth" which is available to anyone who pledges to observe a 10-point advertising code and pays $180 to help defray promotional and policing costs.

It is our feeling that such an activity weakens the position of the Better Business Bureau as a policeman of advertising and selling practices, and should be withdrawn. In the first place, there is no guarantee in practice that everyone who displays the "emblem of truth" will indeed be telling the truth, although the implication is that those displaying the emblem have had their truth-telling qualities audited in some way.

In the second place, the move smacks more than a little of blackmail, since the opposite implication is that anyone who does not display the seal is not interested in telling the truth in his advertising; and this, also, is not necessarily the case.

The Assn. of Better Business Bureaus says the Denver bureau's action violates the association's policies and if persisted in may result in termination of the Denver organization's membership. The matter comes up for discussion at the association's annual meeting in Phoenix May 7-12.

We hope the Denver bureau can be induced to abandon its present plans. The Better Business Bureau needs to be maintained and strengthened, and any move which has within it the possible seeds of controversy or of loss of respect ought to be avoided.

Not So Bad, but Not Very Good

There are people in the advertising business who insist that many of us are too much concerned about the public image of advertising. Most people, they insist, are not strongly opposed to advertising; they accept it, and why get so worked up about the matter?

It seems to us they miss the point. At the Assn. of National Advertisers meeting in Santa Barbara last weekend, Emmett C. McGaughey of Erwin Wasey, Ruthrauff & Ryan spelled out what we mean.

"Perhaps we've become too accustomed to the backhanded swipes handed so freely to our business in general," he said. "So accustomed, we're inclined to dismiss such criticism too lightly . . . The constant drip, drip, drip of unanswered—or unjustified—criticism could eventually be disastrous."

The point is that advertising's usefulness can be destroyed by nagging, unexciting criticisms and growing skepticism, just as easily as by a bold frontal attack. Maybe even more easily and more effectively, because a frontal attack induces direct action in the form of counter-attack.

But advertising lives only on confidence, and if confidence and belief in advertising are worn away, the whole structure will ultimately disappear. This—not possible taxes and direct attacks—is the great danger that faces us now.

The problem is more complex and much more difficult than that of meeting direct attacks. The view of advertising summed up in the phrase, "Oh, that's just advertising," is the really dangerous view. It represents death by apathy.

Gladys the beautiful receptionist

—Lew Slye, E. R. Hollingsworth & Associates, Rockford, Ill.

"She's head dietitian of the weight control division—they call her Metrecally Rose."

What They're Saying . . .

A New Ad Game

Eventually—and probably not too far in the future—we've got to have the "Advertising Bowl." I can see it now. It will be played in a makeshift stadium on Madison Ave. The rosters of the two teams will be limited to players who have done either shaving or cigaret commercials the preceding year.

Can you imagine the excitement just before the kickoff as someone raises the flag up the pole, to see if anyone salutes?

The players will trot on the field in their charcoal jerseys and binoculars will divulge button-down shoulder pads! And the broadcast will consist of continuous commercials, with a one-minute break here and there for a brief message from the play-by-play.

Another bowl possibility would be between the two teams voted the most miserable in the nation. We're not sure what this bowl game could be called, but the site would be Flushing, N. Y.

—From Ad Libs, column by Russ Wittberger in the January issue of Torch, Milwaukee Adclub publication.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211); 5880 Hollywood Blvd., Los Angeles (HO 4-8411 and HO 2-1133).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Ramona Bechtos, Frank Sinclair, Rance E. Crain**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett**. Detroit—**Hugh C. Quinn**. Los Angeles—**Denis Higgins**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Wad some power the giftie gie us, and AA research has shown that admen's neighbors don't have nearly as flattering an opinion of practitioners of the art as the latter do of themselves.

•

Railroad advertising addressed to freight shippers is becoming more general. The passengers may be flying, but their products still have to roll.

•

"Preparation H ads okay for radio," the story says.

Unlike children, products like this are supposed to be heard but not seen.

•

In view of rather frequent charges of advertising plagiarism, it's possible too much emphasis is being placed on "copy" and not enough on "writing."

•

A Volkswagen distributor looking for an advertising manager offers "some travel, some midnight oil and a lot of fun."

That's a combination that will be hard to resist.

•

The New York Yankees have been pining for major league competition in the big town, and they will get it next year from their old sidekick, George Weiss.

•

Foreign offices of U. S. advertising agencies are getting to be so big and important that one of these days Washington may send an ambassador to the London office of J. Walter Thompson.

•

Champion Spark Plug brags that its contest is the biggest thing since Christopher Columbus.

Chris found a prize at the end of his voyage, though he missed his goal by a little matter of 12,000 miles.

•

Clients interested in merchandising their campaigns to the dealers are understandably annoyed when their ex-agencies hint that the appropriations were inflated for public relations purposes.

•

The great debate between Ed Sullivan and Jack Paar was supposed to rival the brawl between Floyd Patterson and Ingemar Johansson, but they ended up merely making faces at each other.

•

"Researchers okay first Nielsen media service report," the headline says.

And when the research boys agree, that's news.

•

No wonder Sanka wants to change its image. It seems that its appeal has been primarily to elderly, health-conscious, conservative women, instead of devil-may-care customers willing to consume six cups a day.

•

American Home offers an "eggshibition of artful editing" featuring the popular poultry product, and the four-color reproductions looked eggsactly right.

COPY CUB.

The Washington Post published more grocery advertising during 1960 than any other Washington newspaper and more General grocery linage than both other papers combined.

The Washington Post's new Continuing Audit of Family Purchases includes 68 grocery and 13 toiletry commodities.

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.

COLOR demands attention

and gets it...

in Remarkable ROCKFORD

Spot color . . . full color . . . good color is a *daily* habit for the readers of the Rockford newspapers. Finest full color facilities make ads and editorial features in Rockford newspapers attractive and attention compelling . . . one good reason why Rockford leads Illinois, outside Chicago, in retail sales. To get your share of this rich market, tell your story in the colorful pages of the . . .

ROCKFORD MORNING STAR & Register-Republic

33RD IN U.S. IN TOTAL ROP COLOR

1ST IN ILLINOIS — RETAIL ROP COLOR

Smith-Corona Pegs Its Sales Hopes on 'Compact' Electric

NEW YORK, March 21—Industry prediction: 1961 will be the "changeover" year in the office typewriter field—the year in which electric typewriters will outsell manual machines in the office field for the first time.

At Smith-Corona Marchant Inc., the machine that is accelerating electric sales is the new "compact" model introduced late last year. During January and February, the company sold more than three times the number of electrics sold during the comparable 1960 period—with the compact accounting for almost all the sales.

■ The company is now in three-shift production for the compact, in contrast to the situation at Royal McBee Corp. which has closed down one production line for five weeks.

COMPACT—*Smith-Corona Marchant rushed this page ad into the Wall Street Journal "to take advantage of the good sales situation" of its new compact office electric typewriter.*

Taking its cue from the auto market, the company designed the compact as an "office electric without extras" priced at a moderate $225. This makes it comparable in price to an office manual typewriter and about 50% less than the standard electric, price-tagged at $450 at Smith-Corona.

"To put a hold on the market we're carving out," the company is speeding into a new ad campaign for the compact. As soon as the first ad was okayed two weeks ago, the company decided to rush an insertion into the first available issue of the *Wall Street Journal*—a 24-hour assignment. The ad ran again last week.

B&w magazine versions of the ad will run in *Business Week*, *Fortune*, *Nation's Business*, *Newsweek*, *Time* and *U.S. News & World Report*, "as soon as we can get in," the company said. The ads will switch to color as soon as plates and deadlines allow.

Cunningham & Walsh is the agency.

■ Although Smith-Corona was almost the last to enter the electric typewriter field, not introducing an electric until 1955, it is now the only company to have three electric models—the standard and compact models for the office, and a portable model for the home. A campaign for the home portable will be announced in about two weeks.

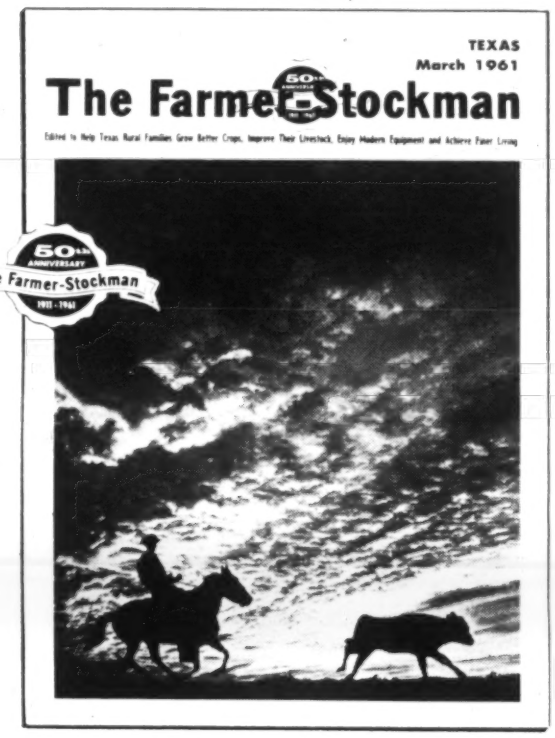
The company expects this trio, and especially the compact model, to make it the No. 2 company in the electric typewriter field this year. International Business Machines, which introduced the first successful electric in 1933 and pioneered the field, today holds more than half of the market. The remainder is fairly equally divided (about 10% each) among Smith-Corona, Royal McBee, Remington, Underwood and a group of foreign and small U.S. manufacturers. #

Microwave Devices to Kudner

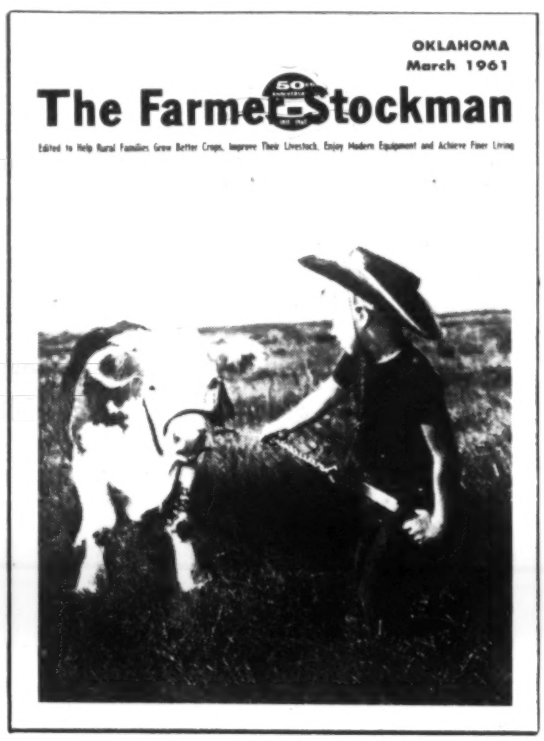
General Telephone & Electronics Corp., has switched advertising for Microwave Devices Operation, a division of Sylvania's electronic tubes division, from J. Walter Thompson Co. to Kudner Agency, New York. Kudner also has named Joseph McParland, formerly manager of its control department, an account executive on the General Telephone & Electronics account.

Ward Appoints Peterson

Montgomery Ward & Co., Chicago, has appointed Cortland A. Peterson retail sales promotion manager, succeeding Walt Powers, who has resigned to join May Co., Cleveland department store. Mr. Peterson was formerly sales promotion manager and publicity director of Titche-Goettinger, Dallas department store.



Edited specifically for TEXAS!



Edited specifically for OKLAHOMA!

LOCALIZED EDITING
gets maximum advertising results in rural Texas and Oklahoma!

Two magazines each month! Beginning with the front cover, each is different because there's completely different editorial content on the inside! Each month, one issue of the Farmer-Stockman is edited specifically for Texas . . . while the other is edited specifically for Oklahoma!

Advertisers who know say their experience shows that a magazine locally edited, *like the Farmer-Stockman*, is much more effective than one containing broad editorial treatment—and circulating in a large area!

For space reservations, or additional data . . . write, wire or phone your nearest Farmer-Stockman office now.

MORE PAID SUBSCRIBERS THAN ANY OTHER STATE FARM PAPER!

The Farmer-Stockman
OKLAHOMA CITY • DALLAS
J. H. Hunter, Advertising Director

SALES OFFICES:
CHICAGO 11, SUperior 7-6145, 400 N. Michigan Avenue, Lee Hainline, Mgr.
NEW YORK 17, MUrray Hill 4-3340, 420 Lexington Avenue, Joe Paulsen, Mgr.
OKLAHOMA CITY 1, CEntral 2-3311, 500 N. Broadway, Bill Pullen, Mgr.
DALLAS 5, LAkeside 1-3121, 4321 N. Central Expressway, Alex McCommas, Jr., Mgr.

ABC · STATE and LOCAL FARM PAPERS · APA

The Compleat *seventeen* Reader

She reads SEVENTEEN from beginning to end,
For SEVENTEEN talks with her just like a friend.

She learns how to market, to cook and to sew
And everything else a young woman should know.

She plans her own wardrobe 'round SEVENTEEN's clothes,
Heeds SEVENTEEN's counsel on beauty and beaus...

Consults SEVENTEEN for the lastest teen fads...
And oh, how she buys from those SEVENTEEN ads!

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE

320 Park Avenue, New York 22 • PLaza 9-8100

LEARN HOW **SEVENTEEN's** UNIQUE SISTER PUBLICATION, **SEVENTEEN-AT-SCHOOL**, CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS.

AT THE RISK OF REPEATING OURSELVES

NIELSEN'S NEW TOP 10 (Two weeks ending February 19AA)		
GUNSMOKE	CBS	40.1
WAGON TRAIN	NBC	36.2
HAVE GUN-WILL TRAVEL	CBS	31.0
DU PONT SHOW	CBS	30.5
CANDID CAMERA	CBS	30.2
RAWHIDE	CBS	30.1
ANDY GRIFFITH	CBS	30.0
DENNIS THE MENACE	CBS	29.1
ED SULLIVAN	CBS	28.4
UNTOUCHABLES	ABC	28.2

A Frenchman once said the more things change the more they stay the same. This seems to be borne out by the latest Nielsen report which credits the CBS Television Network with broadcasting 8 out of the 10 most popular programs in television. Actually, this network has achieved, or surpassed, this performance 35 times in the past five-and-a-half years. During the same period no other network has matched this performance even once. Could it be a trend?

CBS

BUSINESS ROUGH?

*1960 Starch Consumer Magazine Report

Advertising to Elks is good business in any economic weather because they're affluent, acquisitive buyers—quick to react.

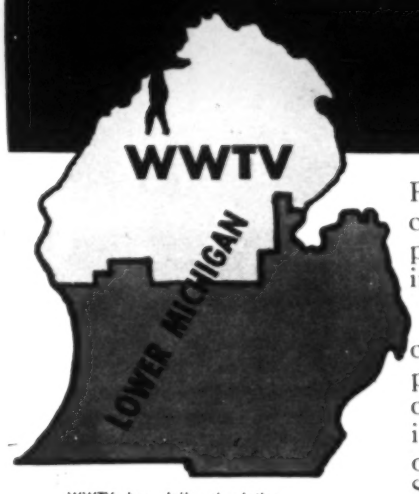
Elks are among the nation's top earners with a high $8,257* median income . . . that's why Elks constitute the premium men's market. They continue to rank first* in auto, home, and appliance ownership . . . rank high* in purchases of clothing, tobacco products, alcoholic beverages . . . expenditures for travel, business equipment and financial services.

We invite you to investigate the modest cost of selling this growing market—now at an all-time high of 1,285,420 (ABC Publisher's Statement, 12/31/60)—with advertising in the publication Elks respond to:

THE ELKS MAGAZINE

New York, 386 Park Ave., South
Chicago, 360 N. Michigan Ave. Los Angeles, 5909 W. 3rd St.

TOTAL RETAIL SALES IN WWTV-LAND SURPASS THOSE IN 5 ENTIRE STATES!



WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

Families in the Northern Lower Michigan area covered by WWTV, Cadillac-Traverse City, compose a greater retail sales market than you'll find in 5 entire states*.

WWTV is the only medium covering this 36-county area. You'd have to use 13 daily newspapers or 16 radio stations to duplicate WWTV's coverage. WWTV is by all odds the great favorite in this area as proved by its No. 1 position in 433 of 450 quarter hours surveyed, Sunday through Saturday, 8 a.m.-Midnight (NSI, Cadillac-Traverse City—June 6-July 3, 1960).

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Retail sales in the WWTV area are $809.8 million—more than in N.H., Alaska, Hawaii, Del. or Nev. (Source: SRDS, October 15, 1960)*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

AM – TV – FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Robert W. Sarnoff, NBC's chairman of the board, has accepted the general chairmanship of the 1961 Scouting Exposition at the New York Coliseum, Nov. 17-19. And on March 1 he was the honored guest at the American Legion's national public relations seminar luncheon, where he received a special award "for his devotion to public service" . . .

Dick Swart of BBDO and **Margot Teleki** of Reach-McClinton each won one-week trips to Jamaica for two at *Esquire's* cocktail party announcing that John Blair & Co. had become national sales rep for WQXI, *Esquire's* station in Atlanta . . .

MODEL ADMAN—*The jaunty model in this Hart Schaffner & Marx ad is Russell Norris, head of the fashion department at Batten, Barton, Durstine & Osborn, New York. No tyro in front of the cameras, he made his modeling debut in Lucky Strike ads several years ago, and has since appeared in several Hart Schaffner ads as well as one for Du Pont (all BBDO clients, of course).*

Franklin S. Forsberg of *Field & Stream*, **Patricia Dandry** of Macfadden Publications, and **Allen Raymond** of *McCall's*, were the three top winners in Conklin, Labs & Bebee's recent contest for media folk . . .

A group of 26 watercolors by **Olaf Oloffson**, medical copywriter with Ogilvy, Benson & Mather, made up a one-man show at New York's Art Directors Gallery, Feb. 25-March 10 . . .

"Guest professors in tv" at Syracuse University for 1961 are **Leon Arons**, research vp for TvB; **Burton Benjamin**, producer of "The Twentieth Century"; **Sydney H. Eiges**, NBC vp of public information; **Hartford N. Gunn Jr.**, general manager, WGBH-TV, Boston; **Thomas W. Moore**, ABC vp of tv programming; **Richard A. R. Pinkham**, senior vp of Ted Bates & Co.; and **Alfred A. Whittaker**, vp and ad director of Bristol-Myers products division. Each will conduct two-day graduate seminars on broadcasting at the university's tv-radio center . . .

1st Lt. Jerome H. Walker Jr., son of **Jerome Walker Sr.**, executive editor of *Editor & Publisher*, was married Jan. 21 in Worms, Germany, to Sarah Jane Hissom . . . A late summer wedding is planned for Elyn Marie Hallberg and **George Nixon Farrand Jr.** in the ad department of Union Carbide Plastics Co. . . . It will be a late spring wedding for Ann Charlotte Kauffmann, daughter of **Godfrey Kauffmann**, a vp of the *Washington Star*, and Charles Hyler . . . Helen Seitz and **Robert Patterson** of Lang, Fisher & Stashower, Cleveland, will be married next month . . . **Lydia Obierek**, in the tv commercial production department of Benton & Bowles, was married Feb. 4 to Donald Campbell. The bride is the daughter of **Dr. Leopold Obierek**, president and general manager of *Nowy Swiat, The Polish Morning World* . . . **Slocum Chapin**, ABC-TV vp in charge of sales for the western division, was married March 3 to **Jane Daly**, assistant to the board chairman of Wade Advertising, Chicago . . . **Florine Robinson**, a copy supervisor with Donahue & Coe, was married March 18 to Michael Snider. They're honeymooning in the Virgin Islands . . .

Hugh H. Johnson, media director of Kudner Agency, New York, has retired after 17 years, but will continue as a consultant . . . A surprise testimonial dinner was given **Joseph J. Mattus**, retiring western manager of Western Farm Paper Unit, San Francisco, March 9 by 70 agriculture, marketing and advertising leaders of Northern California . . .

American friends of **Ray Thompson**, head of CPV Italiana in Milan, will be saddened to learn that Ray was badly smashed up in an automobile-truck collison. Ray went through the windshield and is in bed with his face wired together . . . **Lloyd L. Lind**, vp and general sales manager of Interstate Television Corp., is recuperating from surgery . . .

A third son was born Feb. 3 to **Jack Bolton**, New York tv sales staff of Katz agency, and wife Iris . . . **Don Blauhut**, radio-tv vp of Parkson Advertising, New York, is celebrating the birth of a son, Adam Bruce, March 11 . . .

Lt. Col. **Arthur F. Brown**, president of Reilly, Brown & Tapply and secretary of the Advertising Club of Boston, has been nominated for president of the Massachusetts Reserve Officers Assn. . . .

Thomas D. Luckenbill, vp of William Esty Co., has been reelected president of the board of Trail Blazer Camps, which provides year-round camping in northern New Jersey for children with adjustment problems. Newly elected board members include **Charles G. Mortimer**, chairman of General Foods Corp. . . .

Edward D. Kahn, vp and general manager of Victor A. Bennett Co., has received the Man & Boy award in recognition of his design used for the national poster for Boys' Clubs of America . . .

J. Elton Tuohig of *Chemical Engineering* and **Jack Gafford**, vp and ad director of Advertising Publications Inc., are co-chairmen of the business publications committee aiding the Salvation Army appeal in New York . . .

Ben Strouse, president of WWDC and WWDC-FM, Washington, has been named chairman of the pr and publicity committee for the sixth annual United Givers Fund campaign . . .

BIGGEST HOME BAKING MARKET

Farm families are larger, eat more individual meals at home than the average U.S. family. As a result, farm housewives bake more—and the busiest farm bakers are in the South. Virtually all—a huge 97%—of the farm families in the South *bake one or more times a week!*

This heavy consumption of baking ingredients is even higher per family among Progressive Farmer subscribers. For example, 65% of The Progressive Farmer families bake biscuits *from 1 to 3 times a day!* The average flour consumption is an amazing *9.96 lbs. per family per week*—3½ times as much as the average U.S. family uses! No wonder Progressive Farmer women readers show more interest in baking product advertising...are more aware of brands when they buy...and less apt to buy for price alone.

The Progressive Farmer provides recipe rapport with the cooks of 1,408,000 subscriber households—an audience mostly unduplicated by women's magazines or national weeklies. McCall's, Ladies' Home Journal and Good Housekeeping combined *miss 80%* of The Progressive Farmer readers. Isn't it only natural that one of The Progressive Farmer's greatest advertising success stories would involve a leading brand of cake mix!

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Sunday increas

GENERAL ELECTRIC COMPANY

ELECTRONICS PARK, SYRACUSE, NEW YORK . . . TELEPHONE GRanite 6-4411

RADIO AND TELEVISION DIVISION

TELEVISION RECEIVER DEPARTMENT

January 12, 1961

Mr. Vincent Shallow
METROPOLITAN SUNDAY NEWSPAPERS, INC.
260 Madison Avenue
New York 16, New York

Dear Vince:

You will be interested in knowing that General Electric's last "lg Sale" promotion, involving our "Designer" television and furniture coordinates, was one of the most successful the Television Receiver Department ever has programmed. Also, that much of its success was due to the unique service offered by "SUNDAY".

Significant increases in our sales during the period of and immediately following the promotion can be traced directly to the impact of the "SUNDAY" advertising schedule. Enthusiastic testimonials from our distributors and dealers mention specific benefits.

Color, of course, was considered of prime importance to establish value. More significant to many, however, was the flexibility offered. List prices on television are not suggested by General Electric. Therefore, the fact that "SUNDAY" gave our distributors the opportunity of advertising merchandise at the price applicable in their specific areas was beneficial. Then, too, the fact that each area could set its own promotion timing so as not to conflict with other planned promotions and still tie in directly with the "SUNDAY" schedule was an important consideration.

The individual dealer listings which were a part of the ad format added substantially to the total impact of the program as well as the additional tie-in linage by dealers.

This promotion was so successful that we have decided to repeat it!

Very truly yours,

Joe Effinger
Manager -- Sales
Television Receiver Department

JE:nc

ses ales...for GE

Sunday's exclusive flexibility gave General Electric the opportunity to vary prices, dates and dealer listings market by market for this one ad!

fABULOUS
sale 1¢ !
You buy a famous
General Electric "Designer" TV
This is the General Electric "Designer" being hailed as one of the most exciting innovations in television history! You can see why it's causing such a sensation. Its modern, superb styling sets it apart from the ordinary television set and even from this photo you can see what an attractive addition it would be to any room. It's more than just a portable and has a console-type chassis that provides a brighter, sharper picture with deep contrast; rich, room-filling sound; "Set-and-forget" up-front controls and new hy-power to give you better reception even when the station is miles away. It's a 14-karat buy in General Electric's Golden Value Line of the 60's! "Designers" start as low as $169.95*
*For Model 17T3804 (not illustrated)
Take your choice of either matching "coordinate" for 1¢
Only one penny gives you either of these smart "coordinates." Devised exclusively by General Electric for the "Designer." Choose the Mobile Cart which rolls on big rubber wheels, has a handy magazine rack. Or, if you prefer, pick the sleek, attractive Swivel Stand for viewing from any part of the room.
This unheard of offer ends two weeks from today. Better come in tomorrow while there's a full selection of "Designers."
Progress Is Our Most Important Product
GENERAL ELECTRIC

GE and hundreds of other top national advertisers have learned that nationally, regionally, locally, SUNDAY delivers a combination of flexibility, readership and response that is unmatched anywhere else in print today.

Note the words of Joe Effinger, Manager of Sales, Television Receiver Department of General Electric. Then note, read and remember that this collection of SUNDAY power is available to you, too, coast to coast.

Sunday The Newspaper's Own Magazine
over 19,000,000 ABC circulation

Individually edited to serve the nation's leading markets. Owned, edited and published by: Baltimore Sun • Boston Globe • Boston Herald • Buffalo Courier-Express • Chicago News • Chicago Sun-Times • Chicago Tribune • Cincinnati Enquirer • Cleveland Plain Dealer • Columbus Dispatch • Dallas Times Herald • Denver Post • Des Moines Register • Detroit Free Press • Detroit News • Houston Chronicle • Indianapolis Star • Los Angeles Times • Milwaukee Journal • Minneapolis Tribune • Newark News • New Orleans Times-Picayune • New York Herald Tribune • New York News • Philadelphia Inquirer • Phoenix Arizona Republic • Pittsburgh Post-Gazette • Pittsburgh Press • Providence Journal • St. Louis Globe-Democrat • St. Louis Post-Dispatch • St. Paul Pioneer Press • San Francisco Chronicle • Seattle Times • Springfield Republican • Syracuse Post-Standard • Washington Post • Washington Star

Sunday More people read **Sunday** than any other magazine

SALES OFFICES: 220 Madison Avenue • New York 16, N. Y. • MUrray Hill 3-6700 • Chicago • Detroit • Los Angeles • San Francisco

Coke Reports Record Sales

Consolidating the operations of Minute Maid Corp., Coca-Cola Co. reported sales of $501,986,613 and profits of $39,341,319 for 1960—both record highs. Comparable figures for 1959 were $441,381,286 and $38,251,207. Minute Maid merged with Coca-Cola Dec. 30. In 1959, before the merger, Coca-Cola earned $33,581,679.

Holmwood Elected to AAAN

Holmwood Advertising Ltd., London, has been elected to associate membership in the Affiliated Advertising Agencies Network, Chicago. AAAN now has 58 members, 13 of which are located outside the continental U. S.

without the Los Angeles Copley Newspaper Group

You're missing an important share of the Los Angeles market if you're missing the home towns that surround the city proper. (More than 59% of the people in the market live outside the city limits . . . and the trend toward suburban living continues to gain momentum.) That's where the Los Angeles Copley Newspaper Group can fill the bill. The Group includes eight dailies and their 18 shoppers, covering key communities. Total ABC circulation: 95,544. Total shopper distribution: 406,085. Total Group package: 501,629. It's all yours with one order, at a discounted flat line rate of $1.50, or a bulk discounted rate (5,000 lines or more within one year) of $1.40 a line. For details, ask any office of WEST-HOLLIDAY CO., INC.

LOS ANGELES COPLEY NEWSPAPER GROUP: ALHAMBRA POST-ADVOCATE • El Monte Post-Advocate • Alhambra Post-Advocate Shoppers • BURBANK DAILY REVIEW • Burbank Review Shopping News • CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD • Culver-Palms Advertiser • Mar Vista Advertiser • Venice Advertiser • Baldwin Hills Advertiser • GLENDALE NEWS-PRESS • Glendale News-Press Shoppers • MONROVIA DAILY NEWS-POST • Monrovia-Duarte News Advertiser • SOUTH BAY DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) • South Bay Breeze Advertisers • South Bay Breeze Peninsula Advertiser • SAN PEDRO NEWS-PILOT • San Pedro News-Pilot Advertiser

THE RING OF TRUTH"

Copley Newspapers

Coming Conventions

*Indicates first listing in this column.

March 22. Assn. of National Advertisers workshop on shows & exhibits, Hotel Plaza, New York.

March 26-30. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 10-15. National Assn. of Transportation Advertising, 19th annual convention, Gasparilla Inn, Boca Grande, Fla.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17. National Society of Art Directors, annual meeting, Sheraton Towers Hotel, Chicago.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

April 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 7-9. Magazine Publishers Assn., 42nd annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 7-10. National Assn. of Broadcasters, annual convention, Sheraton Park and Shoreham Hotels, Washington, D. C.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

May 11. Assn. of National Advertisers, workshop on International Advertising, Hotel Plaza, New York.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

*Sept. 8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

*Sept. 21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

Oct. 22-27. Outdoor Advertising Assn. annual convention, Hotel Statler, New York.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

*Nov. 2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

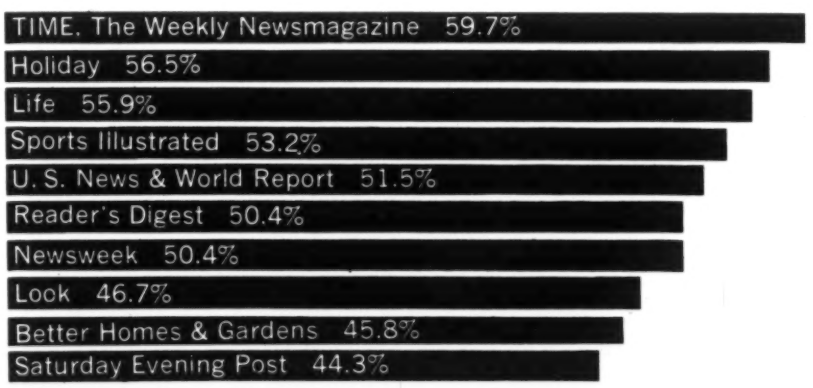
Nov. 6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

Nov. 7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

Nov. 15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

TIME is the shape of the food market

Circulation concentration in the top 100 counties for
FOOD STORE SALES



SOURCES: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports. TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

Of America's 3,070 counties, only 100 ring up more than half of the nation's retail food sales. TIME concentrates more of its circulation in these big food-buying counties than does any other magazine with over 500,000 circulation. TIME reading families are among the nation's most prosperous. They buy more, they buy better. TIME puts you on their shopping list.

TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

WNHC-TV Boosts Cundiff

WNHC-TV, Hartford-New Haven, has appointed John F. Cundiff station manager. Mr. Cundiff will continue as general sales manager.

FULL COLOR POST CARDS & BUSINESS CARDS

From original transparencies within 6 to 8 weeks in quantities of 1,000 upwards. Write for our complete line, based on 35 years of continuous service to the photographic industry.

THE GROGAN PHOTO COMPANY
Dept. AA
Danville, Illinois

Product Protection Dips as Multiple Sponsorship Rises

NEW YORK, March 21—As the myriad patterns of participating sponsorships multiply on television, the amount of product protection an advertiser can expect is beginning to shrink.

National Broadcasting Co. has snipped the minimum period of product protection from 15 to 10 minutes.

This means that in the daytime, for example, a Lever soap can be advertised in the 3 to 3:15 period and a Colgate soap in the following 15-minute segment, provided the two soap commercials are separated by at least 10 minutes of programming or other commercials. The same holds true of advertisers slotted in evening shows sold as minute carriers, if competitors choose to buy on these terms.

■ Loosening the rules will give the network great flexibility in selling its daytime shows, the various nighttime hour minute carriers, and the new Saturday night movie.

These new rules are subject to interpretation and they will be adapted to fit circumstances. For example, an advertiser who buys at least two minutes weekly on the Saturday night movies, such as R. J. Reynolds, will get complete product protection within that show. The same is true of advertisers carrying at least two minutes weekly in the hour participation programs.

Nor need sponsors like Chevrolet with an hour on Sunday night or others with regular half-hour schedules have any worries about adjacent pitches by competing products on NBC. Here the advertiser undoubtedly will expect and get 30 minutes of product protection on both sides of his program.

■ Some agencies have protested the cutback in the amount of product protection from 15 to 10 minutes, but most of them recognize the problem the network faces as selling of day and night time becomes increasingly fractionalized.

CBS Television said it will continue to try to provide at least 15 minutes between ads for competing products on its network.

ABC Television similarly does not plan to cut back its 15-minute separation period, the standard at which this network aims. In the coming season ABC's nighttime adjacency problems may be simplified by scheduling billboards and commercials for hour show participating sponsors in the same half-hour period, rather than giving them a billboard in one segment and a commercial in the other. With the checkerboarding of complicated advertising schedules in the daytime, minor sponsors cannot always be sure of a quarter hour of separation from competing brands.

■ There are signs that the passage of time and the liberalizing of restrictions may eventually eradicate this hoary broadcast problem. The Television Bureau of Advertising has been questioning the business practice that requires competitive products to be well separated on tv but only "seconds apart" in print.

"To us," said TvB in a recent newsletter, "the best place to reach our competitor's best customers would be right in his own store. If his television commercials have been effective in converting his viewers to his customers, his tv audience must contain a disproportionately large number of his customers. Competitive advertisers would like to reach these same customers and convert them to theirs."

Nothing could make broadcasters happier than to find they had suddenly reached the blissful state of no product protection at all. Not so the tv-radio buyers, of course. #

ANTIQUE LOOK—*Newest in Four Roses Distillers Co.'s magazine series for Antique six-year-old Kentucky bourbon is this ad showing a working model from which Baltimore & Ohio locomotives were built last century. Young & Rubicam is the agency.*

This brand new, practical guide explains how to build a solid incentive program from start to finish... tells what tools to use... shows how to underwrite the cost of your entire program. Write for your copy today.

John Plain
Premium & Incentive Division
M. W. Morgan, Manager
427 West Randolph Street • Chicago 6

William Mulvey to Join McCann-Erickson as Senior VP

William W. Mulvey, who resigned as senior exec vp of Cunningham & Walsh in January over a "basic difference in policy," will join McCann-Erickson, New York, on April 1 as a senior vp.

William W. Mulvey

Mr. Mulvey began his advertising career in 1938 at Batten, Barton, Durstine & Osborn as a copywriter. He later worked for Kenyon & Eckhardt and Maxon Inc.

THE BIG 3 IN S.C.

GREENVILLE
The Greenville News
Greenville Piedmont
Repr. Ward-Griffith Co.

COLUMBIA
The State
The Columbia Record
Repr. The Branham Co.

CHARLESTON
The News and Courier
Charleston Evening Post
Repr. The John Budd Co.

COVERING SOUTH CAROLINA EFFECTIVELY AND ECONOMICALLY!

Announce:

FREQUENCY and BULK DISCOUNTS TO GENERAL ADVERTISERS . . .

Effective Dates: April 1, 1961 in Greenville and Columbia†; June 1, 1961 in Charleston

Here are the money-saving discount schedules you've wanted for frequency or bulk in South Carolina's "Big Three Markets," Greenville, Columbia and Charleston. You can now earn as much as 17% discount for frequency, with a liberalized Continuity-Impact-Discount (C.I.D.) plan . . . and a maximum of 15% for bulk. You may now contract individually with the newspaper organizations listed above to get the advertising economies offered by each in the tables shown below. By using the newspapers listed *in all three markets* you'll get effective, economical coverage of more than two-thirds of South Carolina's marketing potential.

For complete information, please write, wire or telephone the newspapers listed or their national representatives.

†To get discounts in Greenville and Columbia for April and May linage, forward signed contracts not later than June 1, 1961.

FREQUENCY DISCOUNTS

MINIMUM* WEEKLY CONTRACT REQUIREMENTS—DISCOUNTS

Lines Per week	10 wks. in 13	20 wks. in 26	30 wks. in 39	40 wks. in 52
300	4%	6%	8%	10%
600	5%	7%	9%	11%
1000	6%	8%	10%	12%
1500	7%	10%	12%	14%
2400	8%	12%	14%	16%

An additional 1% discount will be granted on all published linage in excess of minimum contract requirements.

EARN UP TO 17% DISCOUNT

**Minimum weeks required within contract period. Consecutive weeks not required.*

BULK DISCOUNTS*

Total Lines	Discount	Total Lines	Discount
2,000 to 4,999	2%	50,000 to 74,999	9%
5,000 to 9,999	3%	75,000 to 99,999	11%
10,000 to 24,999	5%	100,000 to 149,999	13%
25,000 to 49,999	7%	150,000 and over	15%

*For linage contracted during 12 months period

Rates and complete information upon request. Same discounts apply to Daily or Sunday insertions.
Color: Discount rates do not apply to color but to black-and-white only.

It's Easy to Cover South Carolina with "The Big 3 in S. C."
Contact the Newspapers Listed above, or their Representatives

2 Separate Newspapers
The El Paso Times Morning and Sunday
El Paso Herald-Post Evening
1 LOW RATE BUYS BOTH
NOW... BUY A KING SIZE MARKET
EL PASO
TEXAS' FIFTH BIG MARKET
General Merchandise Sales*
$96,992,000
*Sales Management Survey of Buying Power
COVERING 24 COUNTIES OF WEST TEXAS AND SOUTHERN NEW MEXICO
BLANKETING THE FABULOUS SOUTHWEST
CIRCULATION 105,739

For He's a Jolly Good Fellow! Who? The Ad Executive

NEW YORK, March 21—What are advertising executives made of, made of?

Well, not puppy dogs' tails or sugar and spice, especially. What they are like is revealed in some data released by the Advertising Federation of America based on questionnaires sent out to members.

The ad exec shapes up something like this, according to AFA: He (or she) is mostly married, lives in his own home (in the suburbs of course), and has three or more children. He is at least 90% college educated and one-third of him is honorary degreed.

■ He's steady, substantial; goes to church; takes a keen interest in business, cultural, civic and social organizations. About 10% of him holds or has held office in city, county or state government. And mostly he likes golf, art and general sports.

He works mostly in an advertising agency and after that he works with the advertiser, then with media. He is 19% president of his company, or the owner; 11% vp; and 26% advertising manager.

Here is the complete rundown of this fine fellow:

Age: 3% in the 20s; 24% in the 30s; 21% in the 40s; 40% in the 50s; 12% 60 and over.

Sex: 82% male; 18% female.

Marital: 13% single; 87% married.

Education: 90% had some college education; of these, 66% have college degrees; of these, 11% have one or more advanced degrees.

Children: 77% of the respondents said they had children; of these, 18% have one child; 37% have 2 children, 45% have 3 or more children.

Where and how they live: 36% live in the city; 56% live in the suburbs; 8% live in the country; 3% live in apartments; 97% live in houses; 17% rent; 83% own their own homes or apartments; 12% have lived at present address less than 2 years; 36% have lived at present address 2 to 7 years; 52% have lived at present address over 7 years.

Organizations: 70% belong to some religious organization or church; 92% belong to one or more business or civic organizations; 75% belong to one or more charity organizations; 68% belong to fraternal or social organizations; 49% belong to cultural organizations; 84% hold or have held office in one or more organizations.

Public office: 12% hold or have held appointed or elected offices in town, city, country or state.

Honors: 33% have received honorary degrees, special citations, medals or awards.

Chief hobbies or sports: 31% list golf as chief sport; 21% list water sports; 6% list bowling; 5% list hunting; 17% prefer spectator sports; also mentioned are handball, skating, skiing, baseball, tennis and flying; 16% list photography as chief hobby; 30% say painting (art); 17% music; 16% gardening; 13% home decoration. Others mentioned: Travel, youth work, stamps, writing, theater, card playing, model railroads.

What phase of advertising: 29% advertisers; 34% ad agencies; 26% media; 11% all others.

Positions held by respondents: 3% chairman of board; 19% president or owner; 11% vice president; 26% advertising managers.

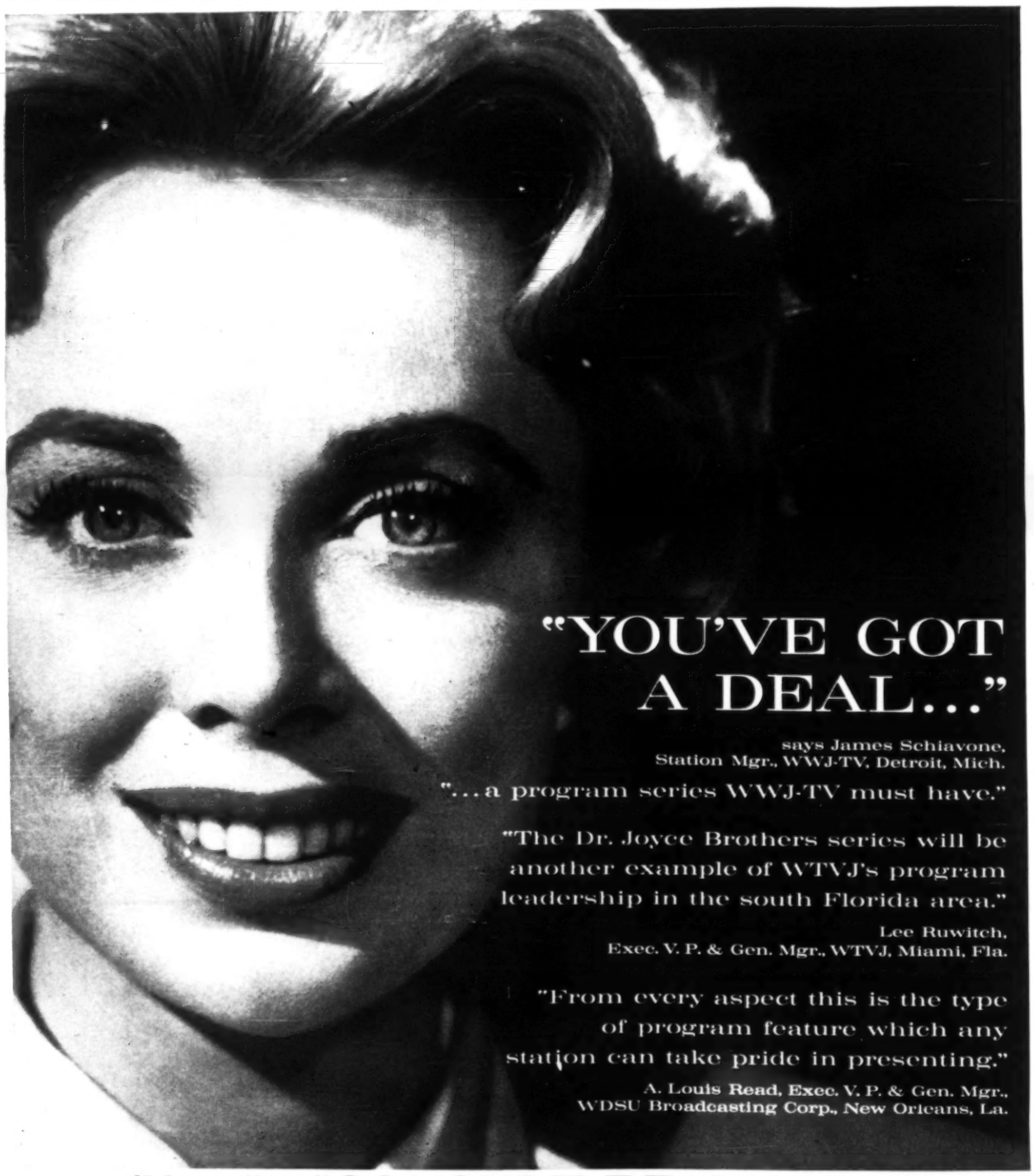
Remainder are scattered over 20 classifications such as: Sales managers, account executives, general managers, publishers, media sales, business managers, copy writers, art directors, production men, TV specialists, sales promotion, buyers and others. #

American-Marietta Honored

American-Marietta Co., Chicago, has won the first annual advertising award presented by the Painting & Decorating Contractors of America. Entries were judged on the content and distribution of advertising which promoted the use of painting contractors and professional painting and decorating.

Asher Issues Newsletter

Asher Co., Fitchburg, Mass., maker of men's and boys' slacks, has launched a bi-monthly newsletter, "Retail News," for retailers. The newsletter offers stores suggestions and tips on how to improve business. Asher's agency, Chester Gore Co., New York, is handling the publication.


"YOU'VE GOT A DEAL..."
says James Schiavone, Station Mgr., WWJ-TV, Detroit, Mich.
"...a program series WWJ-TV must have."
"The Dr. Joyce Brothers series will be another example of WTVJ's program leadership in the south Florida area."
Lee Ruwitch, Exec. V. P. & Gen. Mgr., WTVJ, Miami, Fla.
"From every aspect this is the type of program feature which any station can take pride in presenting."
A. Louis Read, Exec. V. P. & Gen. Mgr., WDSU Broadcasting Corp., New Orleans, La.

65 Quarter-Hours or 195 Five-Minute Programs "CONSULT DR. BROTHERS"

This popularity proven program series was pre-tested before a panel of top station management. The reaction was immediate and decisive. They bought it! Now you've got it too—a program that's perfect for stripping—all the popular appeal of adult subjects...love...marriage ...sex...dating...treated in a mature manner. Dr. Joyce Brothers does it with all the prestige inherent in her vast professional background...with a lively personality which excites lively viewer interest. "Consult Dr. Brothers" has: proven track record, proven sales record, proven critical acclaim, proven audience and sponsor pulling power. Don't miss this one!

ABC FILMS, INC.
1501 BROADWAY, NEW YORK, N.Y., LA 4-5050

HOME STATE EDITING GIVES YOU THE EXTRA THAT SELLS IN THIS $1,138,564,000 FARM MARKET

Your ad has a 2-to-1 selling advantage next to farm articles of double significance* to farmers.

**According to survey by the Ohio State Experiment Station.*

This "New Look" of modern Michigan farm production, in brilliant full color, is yours with our compliments. Complete with striking, illustrated border, 22 x 27, on durable paper stock for framing or wall posting. Write, on your letterhead, to Editor, MICHIGAN FARMER.

Home State Farm Paper Unit

TOP-THIRD FARM STATES
TOP-OF-THE-SOUTH STATES

Local editing decisions make the difference between casual reading and intense interest. Farm reporting, entirely from the Michigan viewpoint, earns unmatched believability for The MICHIGAN FARMER.

Let this "friendly neighbor" carry your sales message to rich, diversified, rural Michigan . . . where spendable income reaches $1,138,564,000 yearly! Only 17 states equal this potential. Income in Michigan is *big* and steady — the year around. It's a top-third farm income state.

Very similar top-third farm income markets are served by Indiana Farmer, Ohio Farmer, Pennsylvania Farmer, Kansas Farmer and Missouri Ruralist. Kentucky Farmer and Tennessee Farmer serve the rich top-of-the-south market. All are printed in high-quality color gravure or offset. One set of repro material (gravure) will serve all 6 roto publications. One set of offset material for Kansas Farmer and Missouri Ruralist. You gain *production economy* plus FREE bleed.

Localized editing also sets the stage for STRAIGHT-LINE ADVERTISING in all publications of the Home State Farm Paper Unit—advertising directed straight to the farmer "where he lives." You win strong reader IMPACT on the local level for deeper penetration and greater results.

Send for file folder which demonstrates the new look in farm paper advertising.

Michigan Farmer

EAST LANSING, MICHIGAN

Aldens Shareholders to Vote on Shoppers World Purchase

Shareholders of Aldens Inc., Chicago, mail order house, will vote to approve the acquisition of *Shoppers World*, discount house chain in exchange for 80,000 shares of Aldens stock to be issued over a 10-year period. Shoppers World would be operated as a separate division of Aldens under its present management.

"Any display will increase your sales But the right one will multiply them"
VANDERPOOL Displays
A complete promotional service in all mediums — cardboard, plastic, etc.
122 S. MICHIGAN AVE. CHICAGO 3, ILL.
HArrison 7-8442

WFAA Boosts Cohlmia

Casey Cohlmia has been appointed director of promotion and publicity of WFAA and WFAA-TV, Dallas. Mr. Cohlmia, currently promotion and publicity director for the tv station only, now is in charge of the over-all promotion operation for both the stations of the *Dallas News*.

Blatt Joins Shannon

Harold Blatt has joined the New York sales staff of Shannon & Associate, publishers representative. Mr. Blatt was formerly with the *Star-Ledger*, Newark.

Say . . . What about San Jose

Bank Debits— Up 7% In '60!

A favorite yardstick of economic activity, bank debits hit $4,879,331,000 in Metropolitan San Jose in 1960!

That's seven per cent over the $4,540,722,000 of 1959. If you've a penchant for big figures—1960 was 208 per cent over 1950! (the 1950 figure was passed by the end of April, 1960.)

January 1961 demonstrates continuing growth – $493,915,305 – 14 per cent above the first month of 1960.

Bank debits are but one facet of Metropolitan San Jose growth— a sales-minded market impossible to ignore!

And remember, there's only one way to cover Metropolitan San Jose— with the San Jose Mercury and News!

MARKS OF A GROWING MARKET

Bank Debits — $4,879,331,000
12th Federal Reserve District
Retail Sales — $951,260,000
Est. from 1959, 1961 SM figures
Employment (Dec.) — 242,000
State Dept. of Employment
Population — 642,315
U. S. Census
Construction — $261,948,182
U. S. Dept. of Commerce
Mercury and News Ad Linage
54,612,757
Media Records

Up-and-Coming Billion Dollar Market

San Jose Mercury and News

Represented Nationally by Ridder-Johns, Inc.
Member, Metro Sunday Comic Network and Parade

Senators Needle P.O. on 'Subsidy'

If Mail Gets Too Costly, Publishers May Try Other Distribution, Is Reply

WASHINGTON, March 21—The bait-the-publisher game got off to an early start, as three members of the Senate appropriations committee needled postal officials about the government's "losses" from transporting big national magazines through the mails.

The senators who engaged in the sport were Sen. Willis Robertson (D., Va.), Sen. Allen J. Ellender (D., La.), and Sen. John L. McClellan (D., Ark.), all members of an appropriations subcommittee that is considering a $12,000,000 supplement to pay increased postal salaries exceeding the original estimates for the current federal fiscal year.

Although the rate question is still not before Congress, the three senators began needling departmental witnesses about the size of the department's deficits. Sen. McClellan and Sen. Ellender commented that they will support increased rates on letters and airmail, if the department will propose increases to eliminate the deficits caused by publications.

■ Senator McClellan developed the theme by commenting that the government might just as well subsidize radio and television as large magazines. He said he didn't understand "why taxpayers should be called on to make contributions to their big circulations."

The senators pressed Assistant Postmaster General Ralph Nicholson for information about "losses" caused by the big magazines —*Time, Life, U.S. News & World Report* and *Reader's Digest*. Officials said it is hard to isolate such figures, but they will try.

Mr. Nicholson, who recently was appointed to the department, was formerly manager of the New York office of Fuller & Smith & Ross. He said the department "must look to second class to generate more revenue," but he cautioned the senators that newspapers and publishers have alternatives to sending their material through the mail.

If rates get too high, he explained, some of these other distribution systems may be used, and the Post Office will be left with only the most expensive part of the operation, house to house delivery.

■ Post Office witnesses said the department plans to send Congress a rate bill covering the department's $831,000,000 deficit, but that details are still being worked out.

They said the department's cost ascertainment system shows that costs assigned to second class (publications) exceed revenues by $344,000,000, of which $256,000,000 is attributed to newspapers and magazines. About a fourth of the second class "loss" was assigned to daily newspapers and about a third to weekly and daily newspapers combined, they reported. They also said the "loss" from third class is estimated at $251,000,000, and from fourth class $113,000,000. First class was said to be showing a "loss" of $4,000,000 on letters, which was offset by a "profit" of $10,000,000 on airmail.

KSLA TV
TEXAS ARKANSAS SHREVEPORT LOUISIANA
KSLA-TV
SHREVEPORT
LOUISIANA

2ND CLASS RATES TO CANADA BOOSTED

WASHINGTON, March 21—The Post Office Department last week announced a new rate arrangement with Canada, including a stiff increase for newspapers and magazines.

The percentage of the increase on publications will vary according to the weight of the particular publication, but for a 1 lb. publication containing 50% advertising, the price, effective July 1, would go from 6¼¢ to 9¢.

Except for the increase in the rate on newspapers and magazines, other provisions in the agreement are in the direction of lower rates. The letter and airmail rates remain the same, while the rate for books, advertising circulars, greeting cards, printed matter and sheet music will be reduced, and the weight limitation for parcel post will be increased from 15 to 25 lbs.

■ While the changes were announced by Postmaster General J. Edward Day, the agreement was actually signed by former Postmaster General Arthur Summerfield just before leaving office. Formal announcement of the arrangement was postponed to permit simultaneous release in Canada.

The rate on advertising circulars and other printed matter, now 4¢ for the first two ounces and 2¢ for each additional 2 oz., will drop to 3¢ for the first 2 oz. and 1½¢ for each additional 2 oz. up to 1 lb., plus 2¢ for each additional 2 oz. above 1 lb.

The rate on books and sheet music, now 3¢ for the first 2 oz. and 1½¢ for each additional 2 oz., will be identical with that of periodicals—2¢ for the first 2 oz. and 1¢ for each additional 2 oz. Samples of merchandise, which now pay the same rates as circulars, will pay 3¢ for the first 2 oz., plus 1½¢ for each additional 2 oz., with a minimum of 10¢. #

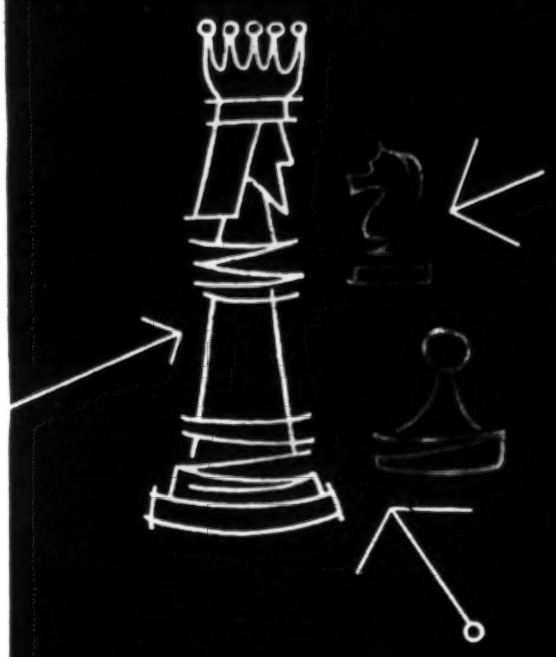
Teague, Miller Join White

James Teague has joined White Advertising Agency, Tulsa, as an account executive and Daniel B. Miller has joined the agency as production manager. Mr. Teague was formerly with Gibbons Advertising Agency and DeFelice Advertising Agency. Mr. Miller was formerly with *Oil & Gas Journal*.

'Grain & Feed Review' to Elly

Grain & Feed Review, Minneapolis, has appointed Walter C. Elly Inc., New York, as its representative in the eastern U. S.

THE HOUSTON CHRONICLE



DOMINATES
DOMINATES
DOMINATES

The Houston Chronicle Dominates 66 out of all 77 Advertising Classifications

IN GENERAL ADVERTISING

The Chronicle Dominates In
21 of all 25
Classifications
(includes Automotive and Financial)

IN RETAIL ADVERTISING

The Chronicle Dominates In
19 of all 24
Classifications

IN CLASSIFIED ADVERTISING

The Chronicle Dominates In
26 of all 28
Classifications

. . . And In 1960,
The Chronicle
Published More
Advertising Than
Both Other
Houston Newspapers
Combined

Source Media Records, 1960

The Reason . . . *Results!*

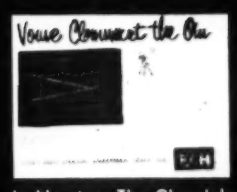
THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

The Chronicle
is a Must Buy because:

Member The TEXAS GROUP

In Houston, The Chronicle Reaches More People



In Houston, The Chronicle Carries More Advertising

In Houston, The Chronicle Sells More Merchandise

Ted Bates Adds 5, Boosts 1

Ted Bates & Co., New York, has appointed Alex Taylor vp and an account supervisor, Ross Legler an account executive on the Scott Paper Co. account and Edward Kobza, John Scanlan and Harry Torp to its media department. Mr. Legler formerly was a vp at Compton Advertising. Mr. Taylor previously was a vp of Dancer-Fitzgerald-Sample. Mr. Torp formerly was media director of Grant Advertising; Mr. Scanlan was with Benton & Bowles; and Mr. Kobza was with Kenyon & Eckhardt. Bates also has promoted Robert Margulies, formerly production commercial supervisor on the Brown & Williamson Tobacco account, to the new post of vp in charge of commercial broadcast production.

IT'S BACON'S for COMPLETE COVERAGE of MAGAZINES!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

Messiter Joins Petersen

Sam Messiter has joined Petersen Publishing Co.'s advertising sales staff in the New York area for automotive, boating and gun publications. He was formerly national account executive with Yellow Pages.

Trophies, Plaques Potent Promotion Tools, but May Backfire if Used as Gimmicks: 'AR'

CHICAGO, March 21—Plaques and trophies can perform a definite, long-range function as sales promotion tools or they can cause animosity, bad publicity or worse.

The difference in results is in the use of the versatile tool, *Advertising Requirements* reports in the latest of its "Advertisers Buying Guide" series in its April issue.

Properly used, plaques, trophies and medallions serve as a "self-perpetuating promotion for both giver and receiver" and help to promote the giver's product or service through "subtle proximity, the association of ideas," the magazine says.

Used as a gimmick, the "award" may bring notoriety and the wrath of the better business bureau, the article warns.

■ The "how-to" report describes the process used by knowledgeable advertisers in getting the most for their money—and the best results—from promotion by plaque. A selected list of suppliers, who have indicated their interest and ability to serve the sales promotion man, is included.

In the next issue, the magazine, to be retitled *Advertising & Sales Promotion* in May (AA, March 20) will report on 8mm sound projectors as a sales promotion and advertising tool. #

Schenectady, Seattle Dailies Adopt Discount Plans

The *Schenectady Gazette* has issued a new rate card, with bulk linage features and a continuity-impact-discount plan, which will become effective May 1. The morning newspaper's new card will offer C-I-D discounts ranging from 4% for a minimum of 300 lines run weekly for at least 12 out of 13 weeks, to 14% for a minimum of 48 pages run within a 52-week span. Bulk discounts will range from 3% for two pages to 13% for 200,000 lines. The *Gazette* also announced its open line rate will be boosted from 20¢ to 23¢.

The *Seattle Post-Intelligencer* has inaugurated a schedule of discounts in general advertising rates, based on frequency of insertion and volume of advertising. Frequency discounts of from 4% for a minimum of 280 lines run 10 times to 17% for 2,240 lines run more than 40 times are offered. Bulk discounts range from 2% for 2,000 lines to 10% for 100,000 lines. The *Seattle Times* last month established frequency and bulk discounts (AA, Feb. 20).

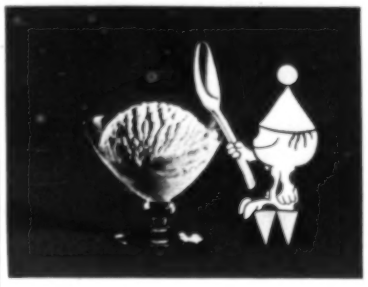
Emma Law Sets Up Own Shop

Emma R. Law, formerly with Ted Bates & Co., as a home economist responsible for recipe development and food preparation for ads, has set up her own home economics food consulting business with offices at 245 E. 21st St., New York.

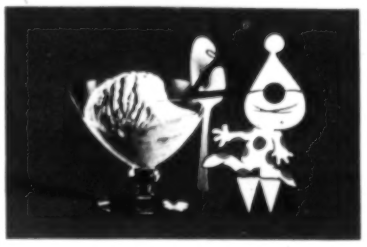
Metalis & Lebow Adds Two

Metalis & Lebow Corp., New York, has been named to handle advertising of Relaxacizor Inc., Los Angeles, maker of home reducing units, and Federal Life & Casualty Co., New York.

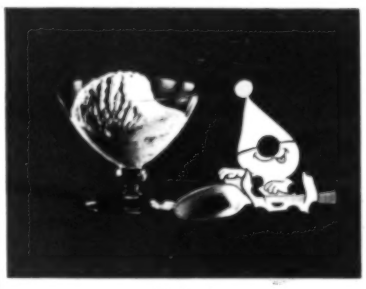
"At the sound of the chime . . ."



(Ding!)



"It's ice cream time!"



Boing!

CLOWNING—*American Dairy Assn. uses humor in eight-second spots for ice cream, to be used in 37 markets the weeks of April 23 and 30. Spots were created by Campbell-Mithun, Chicago, and produced by Animation Inc., Hollywood. Tie-in material featuring the clown will be available to retailers.*

Lear, Four Others Name Getz & Sandborg

Lear Inc., Santa Monica, Cal., manufacturer of precision products used in missiles, military and civil aviation and general industry, has appointed Getz & Sandborg, Beverly Hills, to handle its advertising. General Advertising Agency, Hollywood, is the previous agency of record.

Other new accounts recently acquired in the Los Angeles area by Getz & Sandborg are W. W. Shamban & Co., plastics manufacturer, and Bell Electronic Corp., electronics specialty distributor. Climate Control Co., Phoenix, distributor of air conditioning equipment, and Burr-Brown Corp., Tucson, manufacturer of electronics equipment, have appointed the agency's Phoenix office to handle their advertising.

Foote Boosts Gentieu

Foote Mineral Co., Philadelphia, has promoted Norman P. Gentieu to advertising manager, succeeding John W. Donahey, who has been named manager of marketing services and sales promotion.

Lauer Joins Kaufman

Eleanor L. Lauer has joined Henry J. Kaufman & Associates, Washington, as a specialist in radio-tv copy. She was formerly with Robert M. Gamble Jr. Inc., Washington agency.

wsb-tv first in king-size feature packages in Atlanta!

Top movies (lots of them), well programmed, result in rating leadership for WSB-TV. Audience interest is excited by showcasing movies like "High and the Mighty" and Judy Garland's "A Star is Born"—series like "Best of Gable"—sneak previews and color premieres! Superior programming that's made possible by using Warner's "Films of the 50's", RKO's "Post-48's", MGM and Paramount libraries, Shirley Temple and Tarzan packages, and 20th Century Fox movies. This all adds up to king-size audiences for advertisers on WSB-TV.

CHANNEL 2 wsb-tv ATLANTA

Represented by Edward Petry & Co. Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

WTRF-TV STORY BOARD

T. R. Effic!

A MAN sat at the bar, produced a little man about 12 inches tall and ordered a thimble size drink for him. The bartender said, "What is that, a toy?" The man replied: "No, he's a real man." "Can he talk?" "Sure," replied the man and turning to the little guy said, "Say something to the bartender." "What shall I say," replied the little man. "Oh, tell him about the time you called the African Witch Doctor a s. o. b."

wtrf-tv Wheeling

THERE MUST be a better way to start the day than getting up! (Thanks to K. Blankenship of Addresso-Multigraph)

Wheeling wtrf-tv

KITTY: "I've been married four times."
KATIE: "My, you've been a busy body, haven't you?"

Wheeling wtrf-tv

BETTER WATCH . . . better buy . . . WTRF-TV dominates the Wheeling-Steubenville Industrial Ohio Valley from Wheeling. Want to get your message across to a big spending audience? Our rep George P. Hollingbery loves to tell the WTRF-TV story.

Wheeling wtrf-tv

TEXAS has some chintzy playboys, too. He just gives his girl friends new compacts on their birthdays . . . Valiants, Falcons and Corvairs.

wtrf-tv Wheeling

EXEC VP Bob Ferguson (wtrf-tv's Abominable 'Know' Man) says that come April, you'll have to hand it to the Department of Internal Revenue.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Are You A Perceptive Adman?

•

The "BIG FOUR" that carried this Heinz ad are . . .

$100,000 IN PRIZES

3057 WINNERS! $2,500 IN BONUSES! PLUS FREE RED MAGIC PACKETS!

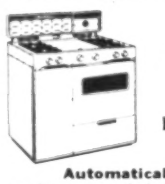
FIRST PRIZE

'61 RAMBLER AMERICAN Convertible
AND $5700 CASH (TOTAL VALUE OVER $8000)

4 SECOND PRIZES

Rambler American convertibles . . . with all-new styling, Single-Unit construction, whitewall tires, reclining seats, Weather Eye heater, ceramic muffler-tailpipe system!

35 THIRD PRIZES



MAGIC CHEF GAS RANGES

Automatically cooks complete meals! Dial-a-Magic control assures perfect roasting. Magitrol surface unit holds exact heat, prevents burning! $400 value.

40 FOURTH PRIZES

WHITE SEWING MACHINES

Newest zig-zag model! Makes buttonholes, sews on buttons, does overcasting, satin stitching, blind hems, monograms! In handsome mahogany-finished desk. Worth $390!

25 FIFTH PRIZES

KITCHEN AID PORTABLE DISHWASHERS

Washes, rinses and dries dishes, silver, glassware for 8 *automatically!* Rolls out of way when not in use. Take with you when you move. $260 value.

85 SIXTH PRIZES

BELL & HOWELL MOVIE OUTFITS

Famous make! Includes everything—8-mm. movie camera, projector, screen, title kit, accessories. Precision quality. Regular $149.95 value.

250 SEVENTH PRIZES

DOMINION PORTABLE OVENS

Bakes, broils, grills! Turns on and off automatically. Has two-hour timer, "ready" signal, heat selector, cook guide. Retails at $50.

1117 EIGHTH PRIZES

SETH THOMAS TRAVEL CLOCKS

Fine $10.00 quality, with genuine leather case. Folds compactly. Keeps accurate time, has gentle alarm.

1500 NINTH PRIZES

KNAPP-MONARCH THERM-A-JUGS

Keeps liquids hot or cold for hours! Smart modern design. Rugged, easy to clean. $5.50 value.

$2500 IN BONUS PRIZES!

Heinz makes everything taste better!

First and Second prize winners who have included neckbands from Heinz Ketchup, Heinz Chili Sauce and Heinz *Hot* Ketchup to qualify for the free Red Magic packet will also receive a $500 cash bonus.

EASY TO ENTER—EASY TO WIN!

• **Tell us in 25 additional** words or less why "Red Magic" describes Heinz Ketchup. Use blank below or plain paper. Mail entry with one neckband from regular Heinz Ketchup (14-oz. or family size) to address below. Extra entry blanks—with complete rules—now at food stores everywhere.

FREE RED MAGIC PACKETS

• A free merchandise certificate worth 25¢ on next purchase will be sent to *every entrant* who includes with entry neckbands from Heinz Chili Sauce and Heinz *Hot* Ketchup along with required neckband from Heinz Ketchup.

Just complete this sentence (in 25 words or less):

"Red Magic" describes Heinz Ketchup because:

_____

_____

_____

_____

PLEASE PRINT

Mail with neckband from regular Heinz Ketchup (14-oz. or family size) to Heinz Red Magic Contest, Box 5700, Dept. FJ-21, Brooklyn 1, N.Y.

Also include neckbands from Heinz *Hot* Ketchup and Heinz Chili Sauce to qualify for $500 cash bonus and Red Magic packet.

Name_____

Address_____

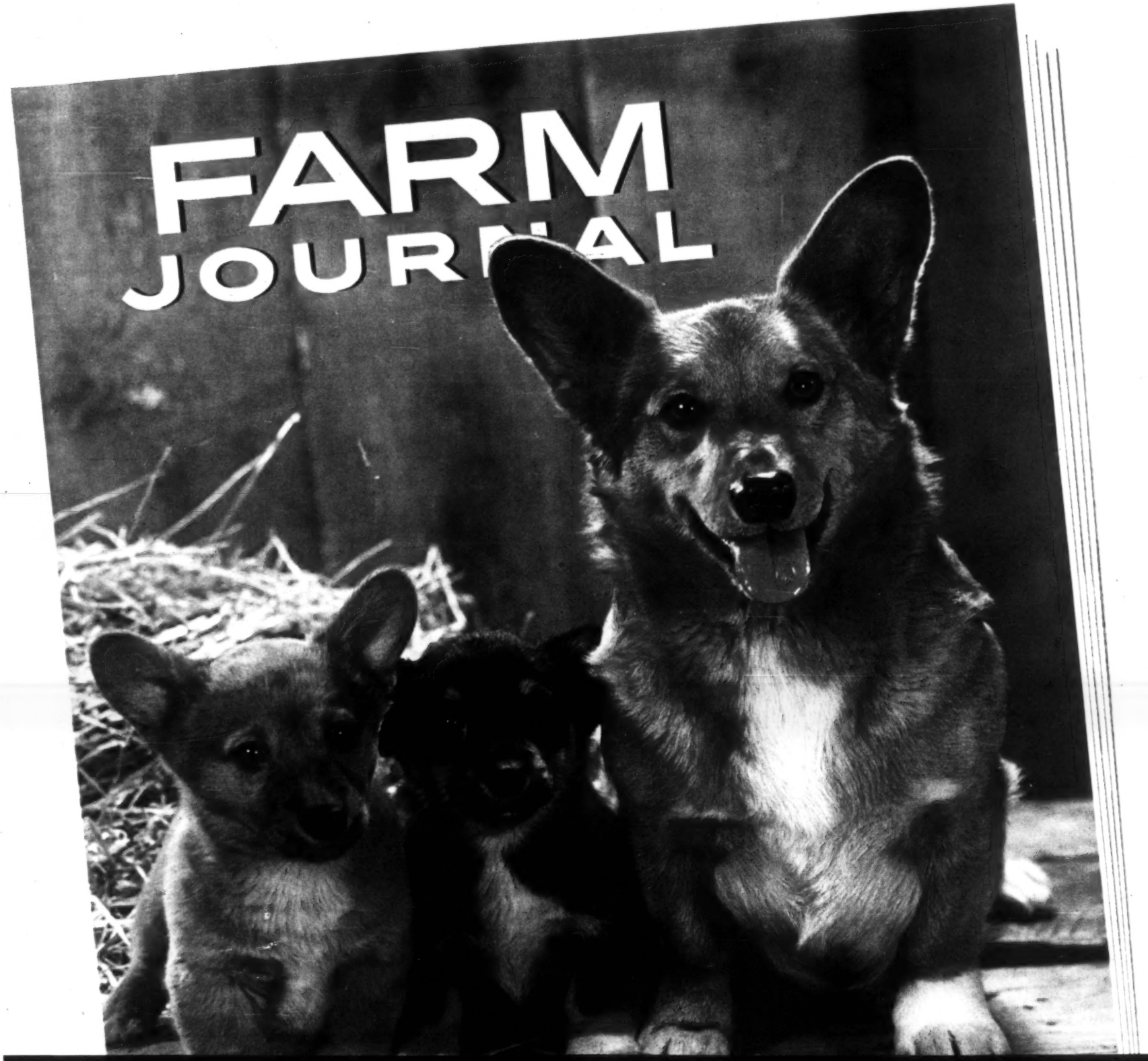
City_____ Zone____ State_____

Entries must be postmarked by March 31, 1961 and received by April 10, 1961.

AND OF COURSE . . .

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE . . .

PERCEPTIVE **HEINZ** ADMEN CHOOSE . . .



Because FARM JOURNAL is one of the "Key List" magazines

For advertisers who want to reach everybody there is a "key list" of national magazines. Though the list is small it reaches big numbers. Farm Journal's 3,000,000 highly desirable subscriber families are a share-of-market unequaled by any other magazine. What makes them highly desirable? Here's a cash-on-the-barrelhead reason: In direct response to a single advertisement in Farm Journal—50,864 orders for the Country Cookbook at $3.95 per copy, 92% cash with order!

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM
JOURNAL

1961 Advertising Readership Study Schedules

Max Berking Inc., 50 E. 42nd St., New York, compiled the complete schedule of advertising readership studies planned for 1961 which appears—with permission—on this sheet. This is the third year in which a complete tabulation of all planned ad readership studies of general and farm magazines, newspapers and business papers has been put together, for easy reference, by the Berking organization and AA.

READERSHIP STUDY CODE

AG — Ad-Gage (Penton)
CE — Reader Recall (Consulting Engineer)
ED — Reader Recall (Electronic Design)
EL — Reader Data Graph (Electric Light & Power)
ET — Reader Reaction (Electro-Technology)
GR — Gallup & Robinson Impact Studies
HR — Hav-Red (Building Material Merchandiser)
IS — International Surveys, Ltd. (Canadian)
JF — John T. Fosdick Readership Report
MA — Media/Audience Measurements, Inc.
MD — Advertising Impact Measurement Service (Mediascope)
ME — Media Echo (Mechanical Engineering)
MS — Mills Shepard Readership Studies
PM — Reader Action (Purchasing)
RC — Reader's Choice (Petroleum Engineer Pub. Co.)
RE — Reader Report Service (Hugh MacLean Pub. Ltd.)
RF — Reader Feedback (McGraw-Hill)
RI — Reader Interest (Wallaces Farmer)
RR — Reader Rating (Gulf Publishing Co.)
RS — Readerscope
RX — Readex Reader Interest Reports
ST — Starch Readership Reports

GENERAL AND FARM MAGAZINES

Publication	Type of Study	Issue to Be Studied
American Home	ST	Every issue
American Weekly	ST	Every issue
Better Homes & Gardens	ST	Feb., March, April, June, Sept., Oct., Nov.
Boys' Life	ST	April, Sept., Nov.
Business Week	ST	Every issue
Car & Driver	ST	May, Sept., Dec.
Co-ed	ST	Oct.
Coronet	ST	Every issue
Ebony	ST	Every issue
Family Circle	ST	Every issue
Family Weekly	ST	1/8 & 22, 2/5 & 19, 3/5 & 19, 4/2 & 16, 5/7 & 21, 6/4 & 18, 7/9 & 23, 8/6 & 20, 9/10 & 24, 10/1 & 15, 11/5 & 19, 12/3 & 17
The Farmer (men)	RX	2/18, 3/19, 4/15, 5/20
The Farmer (women)	RX	2/18
Field & Stream	ST	April, Oct.
Flying	ST	Feb., June, Sept.
Glamour	ST	April, Sept.
Good Housekeeping	ST	Every issue
Holiday	ST	March, April, Oct., Dec.
Junior Scholastic	ST	11/8
Ladies' Home Journal	ST	Every issue
Life	ST	Every issue
Life	GR	1/13, 2/3 & 17, 3/3 & 17, 4/7 & 21, 5/5 & 12, 6/2 & 16, 7/7, 8/4, 9/15, 10/6 & 20, 11/3 & 17, 12/1
Look	ST	2/14, 3/14, 4/11, 5/9, 6/20, 9/26, 10/24, 11/21
McCall's	ST	Every issue
McCall's	GR	Feb., March, April, May, June, Sept., Oct., Nov., Dec.
Metro Sunday Comics	ST	Every issue
Nation's Business	ST	Every issue
New Yorker	ST	2/18 & 25, 3/4 & 11, 9/9 & 16 & 23 & 30
Parade	ST	Every issue
Parents' Magazine	ST	April, Oct.
Playboy	ST	May, Sept., Dec.
Popular Boating	ST	Feb., June, Sept., Nov.
Popular Mechanics	ST	April, June, Oct., Nov.
Prairie Farmer	ST	3/18; another to be announced
Progressive Farmer	ST	Feb., April
Puck—The Comic Weekly	ST	Every issue
Reader's Digest	ST	Every issue
Reader's Digest	GR	Feb., April, May, June, Oct., Nov.
Redbook	ST	March, May, Sept., Oct.
Rotarian	ST	April, Oct.
Saturday Evening Post	ST	Every issue
Saturday Evening Post	GR	2/11 & 25, 3/11, 4/15, 5/13 & 20, 6/10, 7/8, 8/12, 9/9 & 30, 10/14, 11/11, 12/2 & 9
Senior Scholastic	ST	11/8
Seventeen	ST	Every issue
Sunday	ST	Every issue
Sunset	ST	March, Oct.
This Week	ST	Every issue
Time	ST	Every issue
Time	GR	Tentatively 4/28, 5/19, 6/23, 7/14, 9/22, 10/27, 11/24, 12/15
Today's Health	ST	Feb., Aug.
True Story	ST	Every issue
TV Guide	ST	To be announced
U. S. Camera	ST	May, Dec.
Wallaces Farmer	RI	2/4 and one fall issue
Wallaces Farmer	ST	To be announced
Wisconsin Agriculturist	RI	4/15 and one fall issue
Wisconsin Agriculturist	ST	To be announced
Woman's Day	ST	Every issue

BUSINESS MAGAZINES

Publication	Type of Study	Issue to Be Studied
Airlift	MS	March, June, Oct.
American Builder	MS	Jan., March, May, July, Sept., Nov.
American Druggist	RX	1/23, 2/20, 3/20, 4/17, 5/15, 6/26, 7/24, 8/21, 9/18, 10/27, 11/27, 12/25
American Gas Journal	RC	March, tentative for Sept.
American Machinist	RF	1/9, 2/6, 3/20, 5/1, 6/12, 7/24, 9/4, 10/2, 11/13
American Pressman	RX	Jan., March, May, July, Sept., Nov.
Appliance Manufacturer	AG†	April, May, July
Automation	ST	Feb., May, Aug., Nov.
Aviation Week	RF	All issues in Jan., April, Aug.
Bakers Weekly	MS	1/16, 3/13, 5/15, 7/17, 9/25, 11/13
Baking Industry	RX	1/21, 3/18, 4/29, 5/27, 6/24, 8/19, 9/2, 11/11
Better Bldg. Main.	RX	Every issue
Boat & Motor Dealer	RX	3—6 issues to be announced
Building Matl. Merchdrs.	HR	4/10, 6/5, 7/31, 9/25
Building Products	ST	April, Sept.
Building Products Deal.	ST	May
Chemical Engineering	ST	1/9 & 23, 4/3 & 17, 7/10 & 24, 10/16 & 30
Chemical Week	RF	2/18, 3/25, 5/6, 6/24, 8/5, 11/4
Coal Age	RF	Jan., Feb., May, June
Commercial Car Jrnl.	ST	Feb., April, May, July, Sept., Nov.
Concrete Products	RX	Feb., March, June, July, Sept., Oct.
Construction Equip.	ST	Feb., March, June, July
Contractors & Engineers	JF	Jan., April, July, Oct.
Consumer Packaging	ST	March, April, May, June
Consulting Engineer	CE	Jan., March, April, June, Aug., Nov.
Control Engineering	RF	Jan., Feb., April, July, Oct., Nov.
Distribution Age	ST	April, June, Aug., Oct.
Domestic Engineering	ST	Jan., April, June, Sept.
Drug Topics	ST	1/30, 3/13, 5/22, 9/25
Electric Light & Power	EL	1/15, 3/15, 5/15, 7/15, 9/15, 11/15
Electrical Const. & Main.	RF	Jan., March, April, June, Sept., Oct.
Electrical West	RS	To be announced
Electrical World	MS	1/16 & 23, 2/13 & 20, 3/20 & 27, 4/17 & 24, 5/15 & 22, 7/3 & 10, 8/14 & 21, 9/18 & 25, 10/30, 11/6, 12/4 & 11
Electrified Industry	MS	Jan., Feb., May, July, Oct., Dec.
Electro-Technology	ET	Jan., March, April, May, July, Sept., Oct.
Electronic Design	ED	1/4, 2/1 & 15, 3/29, 5/10, 6/7 & 21, 7/19, 8/30, 9/27, 11/8 & 22, 12/20
Electronic Industries	ST	Jan., March, April, July, Oct., Dec.
Electronics	RF	1/13, 2/17, 3/31, 5/19, 6/30, 9/29, 11/10, 12/29
Engrg. & Mining Jrnl.	RF	Jan., March, April, Aug.
Engrg. News-Record	RF	2/2, 3/2, 4/6, 5/11
Fast Food	MS	April, July, Oct.
Fleet Owner	MS	Feb., April, May, June
Food Engineering	MS	March, May, Aug., Oct.
Food Merchandising	ST	Jan., May, Oct.
Foundry	AG	Jan., April, July, Oct.
Hitchcock's Wood-working Digest	ST	Feb., April, July, Nov.
Hospital Management	RX	Every issue
Industria	RX	Jan., Feb., March, April, May, June
Industrial Marketing	ST	Feb., April, May, Sept., Oct., Nov.
Industrial Packaging	ST	March, June
Instruments & Control Systems	JF	May, Aug.
Iron Age	MS	1/19, 2/9, 3/30, 4/20, 5/4 & 18, 6/22, 7/27, 8/31, 9/14, 10/19, 11/30
Jobber Topics	RX	Every issue
Jrnl. of Plumbing, Heating & Air Conditioning	MS	Feb., March, May, June, Sept., Oct.
Machine Design	ST	1/5, 2/16, 3/16 & 30, 5/25, 6/8 & 22, 7/6, 8/17, 9/14 & 28, 11/9, 12/21
Machine Design	AG	1/19, 2/2, 3/2 & 30, 4/13 & 27, 5/11, 6/22, 7/20, 8/3 & 17 & 31, 10/12 & 26, 11/23, 12/7 & 21
Machinery	ST	Feb., March, April, May, July, Sept., Oct., Dec.
Mach. & Tool Blue Bk.	ST	Jan., March, June, Oct.
Marine Engrg/Log	MS	Feb., May 31, Aug., Oct.
Mechanical Engineering	ME†	April, May
Media/Scope	MD	March, April, Aug., Sept., Nov., Dec.
Mill & Factory	MS	Feb., April, May, June, Aug., Nov.
Military Systems Design	JF	March, April, July, Aug.
Missiles & Rockets	MS	1/30, 3/20, 4/17, 8/28, 9/25, 12/11
Modern Concrete	AG	March, May, Aug., Oct.
Modern Medicine	RX	Every issue
Modern Railroads	ST†	Feb., March, May, June, Sept., Oct.
Motor Age	ST	Jan., April, July, Oct.
Nargus Bulletin	ST	Feb., July, Nov.
National Petroleum News	RF	Jan., May, Oct.
Oil & Gas Journal	ST	1/2, 2/6, 3/6, 5/29, 7/3, 8/7, 10/30, 12/4
Overview	RX	Feb., March, April, May, July, Sept.
Petro/Chem Engineer	RC	March, tentative for Sept.
Petroleum Engineer	RC	March, tentative for Sept.
Petroleum Management	RC	March, tentative for Sept.
Petroleum Week	MS	1/13, 2/3, 3/10 & 31, 5/19, 6/9, 7/7, 8/11, 9/1 & 15, 10/20, 12/1
Petroleum Refiner	RR	March, July, Aug., Dec.
Pipe Line Industry	RR	Feb., June, Oct.
Pipeline Engineer	RC	March, tentative for Sept.
Pit & Quarry	AG	Jan., April, June, Sept.
Plant Engineering	ST	Jan., April, July, Oct.
Power	ST	Every issue
Printers' Ink	MS	1/20, 3/31, 6/30, 8/11, 9/29, 11/3
Proc. of the IRE	JF	Feb., April, July, Aug., Oct., Dec.
Product Engineering	RF	1/9, 2/20, 3/13, 4/24, 5/1, 6/19 & 26, 8/7, 10/23, 11/6
Prog. Architecture	ST	Jan., April, May, June, Sept., Oct.
Progressive Grocer	RX	Every Issue
Purchasing	ST	1/16, 2/27, 6/5 & 19, 8/28, 10/9, 11/20
Purchasing	RA	1/2, 3/13, 4/24, 7/31, 9/11, 10/23, 12/4
Purchasing Week	RF	1/2, 2/6, 3/13, 4/17 & 24, 5/29, 7/3, 8/7 & 14, 9/18, 10/23, 11/27
Railway Age	MS	1/23, 3/27, 5/22, 7/24, 9/25
Rock Products	RF	March, April, June
Space/Aeronautics	ST	Feb., March, May, June, Aug., Sept.
Steel	ST	1/9 & 30, 2/13 & 27, 3/13 & 20, 27, 4/3 & 24, 5/8 & 22, 6/12, 7/17 & 24, 8/14, 9/4 & 25, 10/9, 11/13 & 27, 12/8
Super Service Station	MS	Feb., May, July, Oct.
Textile Industries	AG	Feb., April, June, Aug., Oct., Dec.
Tool Man. Engineer	JF†	Feb., May, Aug., Nov.
Volume Feeding Mgt.	ST	Jan., March, April, May, Sept. Nov.
Western Architect & Engineer	RS	To be announced
World Oil	RR	Feb. 1, May, Aug. 1, Sept.

NEWSPAPERS

Publication	Type of Study	Issue to Be Studied
Boston Globe	ST	Mon. thru Fri. issues during the weeks of 3/6 & 20, 4/10 & 24, 5/8 & 22, 6/5 & 26, 7/17, 8/7 & 21, 9/11, 10/2 & 16 & 30, 11/13, 12/4
Milwaukee Journal	ST	
Philadelphia Bulletin	ST	
St. Louis Post-Dispatch	ST	
Washington Star	ST	
Los Angeles Herald Express	MA	4/4, 8/8
Los Angeles Mirror	MA	7/11, 11/7
San Francisco Examiner	MA	2/21, 5/9, 9/12
San Francisco Chronicle	MA	3/14, 6/6, 10/10

CANADIAN GENERAL MAGAZINES

Publication	Type of Study	Issue to Be Studied
Chatelaine	ST	Every issue
Chatelaine La Revue Moderne	ST	Every issue
Le Magazine Maclean's	ST	Every issue beginning in March
Liberty Magazine	ST	Every issue
Maclean's Magazine	ST	1/7, 2/11, 3/11, 4/8, 5/6, 6/3, 7/1, 8/12, 9/9, 10/7, 11/4, 12/2
Perspectives	ST	1/28, 2/25, 3/25, 4/22, 5/20, 7/1 & 29, 8/26, 9/23, 10/21, 11/18, 12/16
Reader's Digest (combined)	ST	Every issue
Weekend Magazine	ST	1/14 & 28, 2/11 & 25, 3/11 & 25, 4/8 & 22, 5/6 & 20, 6/3 & 17, 7/1 & 15 & 29, 8/12 & 26, 9/9 & 23, 10/7 & 21, 11/4 & 18, 12/2 & 16

CANADIAN BUSINESS PUBLICATIONS

Publication	Type of Study	Issue to Be Studied
Canada Lumberman	RE	To be announced
Canadian Architect	RE	To be announced
Canadian Automotive Trade	ST	April, June, Sept.
Canadian Business	ST	March, April, May, Sept., Oct., Nov.
Canadian Chem. Processing	RE	March, June, Sept. Dec.
Canadian Consulting Engineer	RE	To be announced
Canadian Grocer	ST	1/14, 3/11, 5/6
Canadian Machinery	ST	Feb., June, Oct.
Canadian Metal-working	RE	To be announced

(Continued on Page 38)

1961 Advertising Readership Study Schedules

Publication	Type of Study	Issue to Be Studied
(Continued from Page 37)		
Canadian Mining Jrnl.	IS	Jan., March, May, Sept.
Canadian Transportation	RE	To be announced
Canadian Woodworker	RE	To be announced
Electrical Contr. & Maint.	RE	To be announced
Electrical Contractor	ST	Feb., June, Oct.
Electrical Digest	ST	Feb., Aug., Nov.
Electrical Digest		
News & Engrg.	RE	To be announced
Engrg. & Contract Record	RE	To be announced
Executive	RE	To be announced
Furniture & Furnishings	RE	To be announced
Hosp. Admin. & Constr.	RE	To be announced
Modern Power & Engrg.	ST	Feb., June, Oct.
Office Equipment & Methods	ST	Feb., June, Oct.
Petro Process Engrg.	RE	To be announced
Plant Administration	ST	Jan., May, Sept.
Shoe & Leather Jrnl.	RE	To be announced
Supermarkets Methods	RE	To be announced
CANADIAN NEWSPAPERS		
Kingston Whig Standard	ST	3/17
Montreal Gazette	ST	3/16, 6/22, 9/23
Montreal Star	ST	3/25, 5/17, 9/16, 11/15

† These magazines also use Eastman Evaluation Research. Eastman reports do not rate individual advertisements and are not available to advertisers, but these studies deserve note since they represent an effective effort to improve and maintain editorial readership. Other Eastman clients: American Journal of Nursing; Architectural Record; Chemical and Engineering News; Family Physician; GP Industrial and Engineering Chemistry; Inland Printer; Management and Business Automation; Maryknoll; Metal Progress; Motor; Office Appliances; Public Works; Pulp & Paper; Journal; Steelways; Variety Store Merchandiser.

Marketing Needs Less Research, More Philosophy, Declare Samstag, Yankelovich

NEW YORK, March 21—Philosophy made its formal debut in the U. S. marketing picture as new theories on sizing up, and selling to, *homo sapiens* were revealed to the New York chapter of the American Marketing Assn.

The philosophers doing the talking were Nicholas Samstag and Daniel Yankelovich, who head their own marketing consultation companies.

Taunting current market analysis for the way it picks the consumer apart, Mr. Samstag said that "after you dissect the frog—after you memorize the Latin names of all its organs, muscles, nerves, and how they relate to one another—you still know nothing about the 'frogginess' of frogs.

■ "To become a frog expert, you must spend sunny days and rainy nights, summer evenings and winter dawns observing him in his own world, with his friends and enemies, his diseases and amusements, his children and his long moments of motionless reverie."

He said that "people in marketing are being packed into the mathematical approach as if it were the Black Hole of Calcutta—and they will smother to death there.

"The problem is to break out and comprehend the whole man. Research should help man understand his 'market in the round.' Too often marketing says: 'You can't do this; you can't do that.' We need affirmative, plastic, humanistic research."

Mr. Samstag suggested that the marketing instigators' desire for personal gain often outstrips the desire to sell the product; the market researcher too often is out to build himself a reputation; and the ultimate buyer "does not necessarily want the most for his money.

"They ask for culture and listen to 'Wagon Train.' Awfully human of them, isn't it? It speaks eloquently of the worthlessness of authoritarian research," Mr. Samstag said, adding that there are "acres and acres of marketing jargon but not an ounce of insight."

■ Mr. Yankelovich, echoing Mr. Samstag, asserted that philosophy's most positive contribution to marketing is to supply it with an image of the consumer as a human being.

"To some, the prevailing image is *The Saturday Evening Post* stereotype of the insipid American; to others, it is the image of the mass man, infinitely malleable and infinitely hungry for goods. To others, it is an irrational bundle of wants and desires, who must be approached cunningly with emotional appeals.'

"These concepts are one-sided, abstract, degrading and, worst of all, inaccurate," Mr. Yankelovich charged.

He said philosophy could help marketing from "going off the deep end" in three ways: It can correct one-sided methodology ("The positive scientist believes that abstract concepts aren't worth a damn if they cannot be reduced to concrete observable data, and the unknown is merely the unmeasured"); it can correct scientific over-specialization ("Most marketing people with a scientific background tend to specialize, and are unable to communicate with other specialists"); and it can introduce a badly needed sense of ethics and values ("There is the danger that the scientific marketer will use knowledge to manipulate people").

■ On the plus side, Mr. Yankelovich said philosophical habits of mind can help "pick out those specks on the horizon that will loom large in the future." He labeled Edsel's introduction an example of the opposite of foresight. "Certain marketing people," he said, "still wrongly assume that in some industries the dealers are prime influences on consumers' brand picks."

In other areas, he charged, marketing tactics consist of "developing new technological innovations, skimming the cream off the market, and getting out." #

'Television Business' Outlines Financial Problems

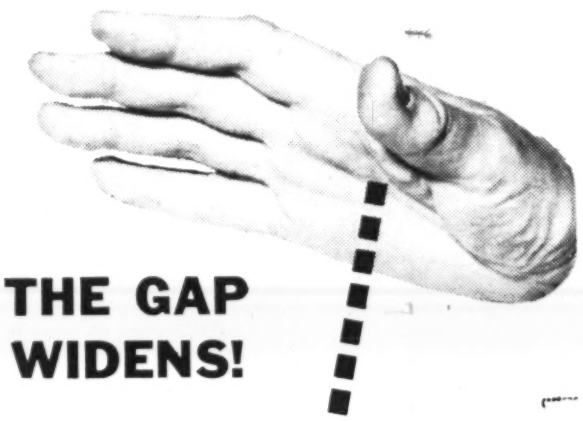
"The Television Business" (Ronald Press Co., New York, $6), by Warde B. Ogden, is a new book about the "accounting problems of a growth industry." Mr. Ogden is a CPA and a partner in Price Waterhouse & Co. His book deals with some of the financial and accounting practices involved in the production and distribution of tv films. It presents various methods of amortizing film production costs and suggests the problems and advantages of each method. Also included are discussions of accounting techniques for station operation and barter transactions.

Knox Reeves Adds Account

Farmers & Mechanics Savings Bank of Minneapolis, Minnesota's only mutual savings bank, will shift its advertising account from Batten, Barton, Durstine & Osborn to Knox Reeves Advertising, Minneapolis, effective March 31. Trade sources estimate the bank's billings between $150,000 to $200,000.

PVS Will Vend Dell

Publishers Vending Services Inc., New York, has signed contracts with Dell Distributors Inc., New York, national distributor of Dell publications, for the vending of *Modern Screen*, *Modern Romance*, *Hair-do*, and *Ingenue*, confirming an earlier report (AA, March 13).



THE GAP WIDENS!

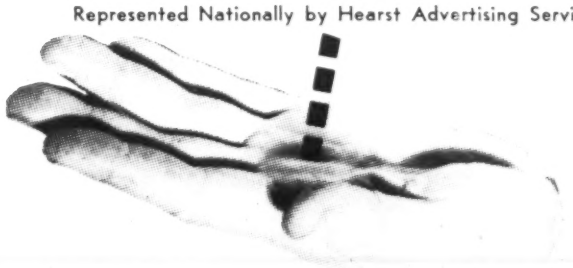
With over 618,000 circulation, the Journal-American now has 80% as many readers as the two other New York evening newspapers combined!

Just 3 years ago, the Journal-American had 70% as much weekday circulation as its two evening contemporaries combined. But the Journal-American has gained 55,000 since then, while both other New York evening newspapers declined in circulation. So, it now has 4 5ths as many readers as the combination of the other two! It's one of the most remarkable newspaper circulation success stories in recent times.

Are your advertising plans taking this progress into consideration?

NEW YORK Journal American

Represented Nationally by Hearst Advertising Service Inc.



From A. B. C. Publishers' Statements for 6 months ending September 30, 1960

War is Hell

But the buying climate in the growing Greenville-Washington Market is HEAVENLY. WITN and WNCT dominate this market's 4 huge military installations and their 110,000 service folks. Bear this in mind when you plan your next campaign strategy. Avails and details are yours for the asking.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

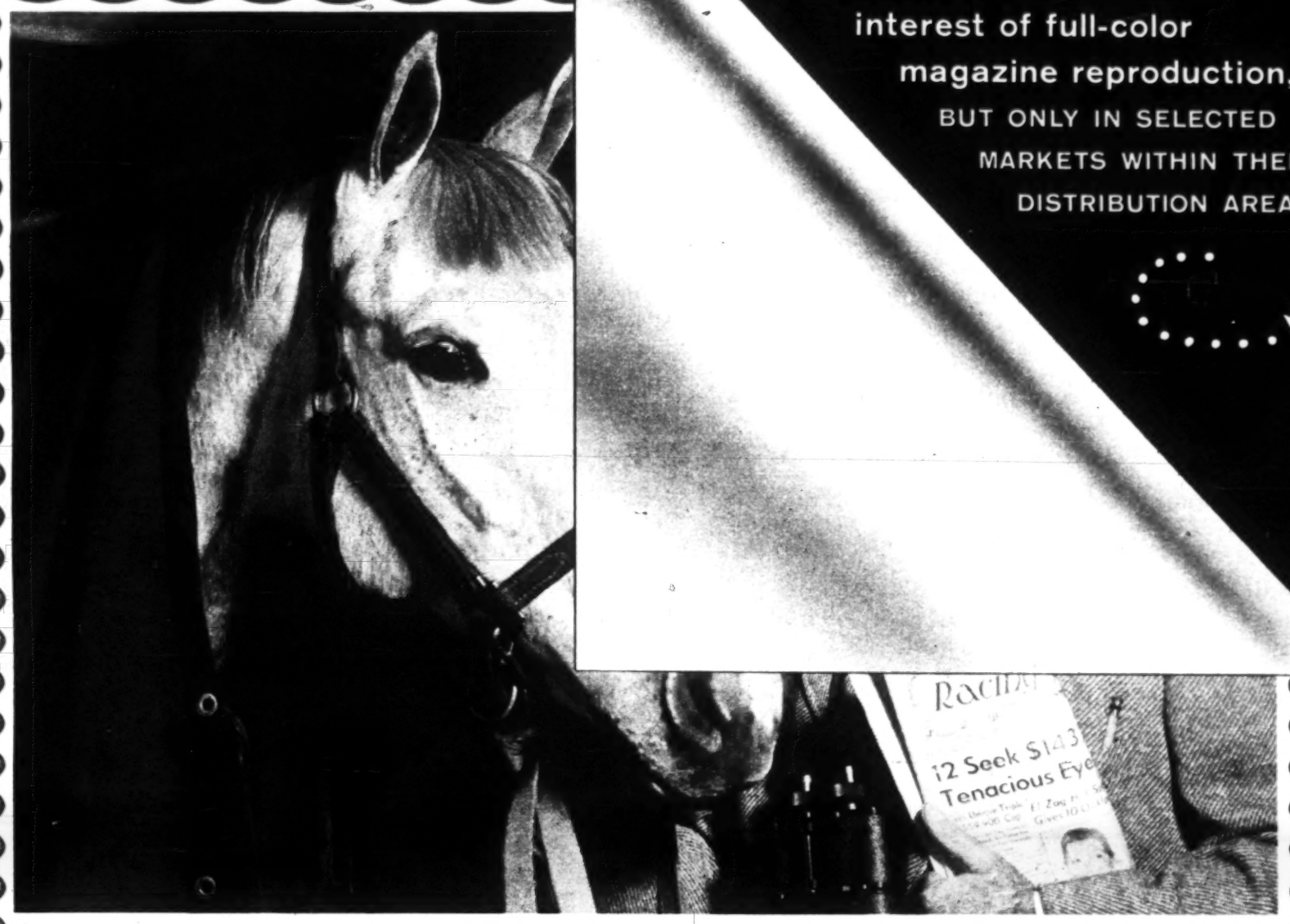
7 WITN Washington, N.C.

"ONE OF THE TOP 100 MARKETS"

Well over 1,000,000 Population — Set Count 200,000

PROBLEM:

Falls City Brewing Company needed the high reader interest of full-color magazine reproduction, BUT ONLY IN SELECTED MARKETS WITHIN THEIR DISTRIBUTION AREA!



. . . for fun pick the Popular one

its Bitter-free taste

pleases everyone!

Pasteurized

MAY IS NATIONAL TAVERN MONTH

©1960 FALLS CITY BREWING COMPANY, LOUISVILLE 11, KY.

FC-6014

SOLUTION: Home Edited Gravure Magazines...like The Courier-Journal Magazine in Louisville.

Falls City's distribution area encompasses seven states in middle America. Eleven major markets in these seven states are served by a locally edited magazine – like The Louisville Courier-Journal Sunday Magazine. Each offered full-color magazine reproduction plus the reach and penetration of newspapers. Use of the locally edited gravure magazine in Louisville has helped Falls City achieve sales dominance in its home market.

Only locally edited magazines offer regional and national advertisers full-color magazine reproduction in 5,851,749,684,520,334,682,271,908,086,030,848,019,660,800,000,000 different major market combinations. Use them as your tactical ad force in 40 major markets.

The Louisville Courier-Journal Sunday Magazine is a member of the Locally Edited Gravure Magazines listed below. It is also one of the 54 individual Home Edited Gravure Magazines serving 40 leading markets.

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DALLAS TIMES HERALD • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES-PICAYUNE • PHOENIX ARIZONA REPUBLIC • PITTSBURGH POST GAZETTE & SUN TELEGRAPH • ST. LOUIS GLOBE-DEMOCRAT • TOLEDO BLADE • WASHINGTON POST TIMES HERALD

Robert Burton, Buttenheim Exec, Is Dead at 45

NORWALK, CONN., March 21—Robert C. Burton, 45, publisher of *Contractors & Engineers*, New York, died of lung cancer in Norwalk Hospital March 18.

Mr. Burton also was a director of Buttenheim Publishing Corp., publisher of *Contractors & Engineers*.

He joined the magazine 10 years ago as a sales representative in Cleveland, where he was named regional manager in 1955. Mr. Burton was named publisher last March.

IRVING SARNOFF

NEW YORK, March 21—Irving Sarnoff, 60, a pioneer in radio sales and a brother of David Sarnoff, chairman of Radio Corp. of America, died of cancer at Roosevelt Hospital March 19.

Mr. Sarnoff was exec vp and a principal stockholder in Bruno-New York, distributor here for RCA Victor radios, tv sets and electrical equipment and for Whirlpool Corp. appliances. He entered the radio industry in 1925.

DAI-MING LEE

SAN FRANCISCO, March 21—Dai-Ming Lee, 58, editor and publisher of the *Daily Chinese World*, died yesterday.

ROBERT F. DEGEN

LARCHMONT, N. Y., March 21—Robert F. Degen, 60, a vp and account executive of Ted Bates & Co., died March 17 of bronchial pneumonia in New Rochelle Hospital.

Mr. Degen joined Bates in 1943 after 10 years with Kenyon & Eckhardt, where he was vp and merchandising director. Before that he had been with Young & Rubicam and the old Erwin, Wasey & Co.

CHARLES S. ROSS

MAMARONECK, N. Y., March 21—Charles S. Ross, 37, a vp of Daniel Starch & Staff, died March 11 at United Hospital, Port Chester, after a brief illness. Prior to joining Starch, Mr. Ross had been with the Metropolitan Sunday Newspapers, New York.

LLOYD LIND

WESTPORT, CONN., March 21—Lloyd L. Lind, 49, vp and general sales manager of Interstate Television Corp., New York, died March 19 in Norwalk Hospital, following an operation. He had held his position for about 10 years.

THOMAS KIVLAN

CHICAGO, March 21—Thomas Kivlan, 70, vp of George H. Hartman Co., Chicago, died March 17 in Vero Beach, Fla., where he was vacationing.

Mr. Kivlan, who was born in Boston, was a salesman for WBBM Radio, Chicago, before joining Hartman in 1937.

He was called "king of the box tops" in Chicago for his work in planning premium campaigns for radio shows he produced. He is credited with originating several well-known local radio shows, as well as the "man on the street" radio format.

SAMUEL HOWARD

DENVER, March 21—Samuel G. Howard, 66, vp and a stockholder of Conner Advertising Agency since 1955, died March 9 in Boulder Sanitarium after suffering a heart attack in his Broomfield Heights home.

He was advertising director of the *Indianapolis News* in the early 1920s and later held the same position with the *Minneapolis Star* and *Tribune*. He came to Denver in 1947 and was advertising director for the *Denver Post*. #

American Radio Importers Launches Campaign

American Radio Importers Assn., New York, launched a series of ads March 20 in *Home Furnishings Daily* to point up the contributions Japanese trade is making to the American economy. Headlined, "The other side of the story," the opening ad noted that Japan is the second largest market for U.S. exports. Milton Samuels Advertising, New York, is handling the campaign.

Sheaffer Launches Drive

W. A. Sheaffer Pen Co., Ft. Madison, Ia., is using newspapers, magazines and television to promote its White Dot higher priced pens and its popular priced line. Newspaper advertising has been launched in 27 markets. *American Girl*, *Coronet*, *Look*, *National Geographic*, *Senior Scholastic*, *Time* and *Young Catholic Messenger* will carry ads ranging from color pages to single columns during April, May and June. "Jack Paar Show" and "Today" (NBC-TV), will carry 28 spots from May 3 through June 15. Batten, Barton, Durstine & Osborn, Chicago, is handling the campaign.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

STOP! Mutual Radio is the only network that gives this guarantee: 80% clearance across the board in all prime time slots! **LOOK!** All of Mutual's 400 affiliates are sold on Mutual's "Go Network—Stay Local" programming concept. Result? Clearances are not a problem.

MUTUAL CLEARS THE AIR

MUTUAL RADIO

LISTEN! You hear what you buy on Mutual Radio. Your client's clearance pattern becomes established with the airing of his first announcement. Mutual Radio gives you your advertising schedule . . . not rebates. **GO!** Want a guaranteed 80% clearance in prime time? Buy Mutual!

A SERVICE TO INDEPENDENT STATIONS • Subsidiary of Minnesota Mining & Manufacturing Company

BATON ROUGE IS LOUISIANA'S NUMBER 1 MONEY MARKET

*Figures from Sales Management's Survey of Buying Power

Count circulation in terms of **spenders.** The State-Times and Morning Advocate reach 75,796 **spending** subscribers. Per household income in booming Baton Rouge is $6,788* — well above New Orleans' $6,027, strikingly ahead of the state figure of $5,336.* Baton Rouge newspaper readers **spend** more than any others in Louisiana because they **earn** more.

Represented by The John Budd Company

Station Editorials Can Boost Ads, Broadcasters Told

NEW YORK, March 21—Editorializing improves a station's standing in the community and thereby can help attract business.

This was the inference made by both speakers at the time buying and selling seminar of the Radio & Television Executives Society here last week. Both broadcasters emphasized that they carried editorials as a part of fulfilling their over-all responsibility to the public.

Ben Strouse, president of WWDC, Washington, and WMBR, Jacksonville, said that WWDC has merited increased respect since the station began editorializing.

■ "In the first place, an increasing number of requests come in from civic leaders, government officials, board of trade members," Mr. Strouse said. "They ask WWDC to support editorially this or that cause. In bygone years, simple public service announcements would have satisfied them. Now they tell us, 'It would carry more weight if you gave it editorial support.'

"In the second place there's a different attitude toward us by the public-at-large. We have become a sort of Mr. Fixit to the listener. This roll of Mr. Fixit gives more meaning—more acceptance—to the commercials on our station."

■ In full agreement with Mr. Strouse was John L. McClay, general manager of WJV-TV, Baltimore, who itemized these reasons why an editorializing station is worth more consideration than others:

• "The station that editorializes will have an identity. Do you have trouble sorting out stations in your mind, except in terms of network affiliation? But you don't have that trouble, do you, in sorting out the organs of communication? You regularly read certain newspapers, magazines and books because they have opinions, they take stands—that's what makes them interesting, makes you aware of them. Likewise, a broadcasting station can become a factor in people's minds, can become important through taking stands and having opinions.

"The station that editorializes will be more responsive to its community. As you get involved in community issues, people turn to you for help. Soon you're far better off than your competitor in your knowledge of what your community wants and needs. You can serve that community better, in a sense that is meaningful to any time buyer, any time salesman, any advertiser.

• "The station that editorializes has more impact on the business community. The overwhelming majority of business leaders are engaged in civic activity. They get involved in zoning, housing, redevelopment, fund-raising—all the things that make community progress possible. So they know what voices are being raised effectively in the cause of progress and if a broadcasting station is among those voices, they have more respect for it." ≠

INFLUENCE!

Influence — in Texas — is the power generated by the *significant seven* — 7 cities represented in the Texas Newspaper Group. It means that the impact of an idea formulated in one of them is felt throughout the area — or even farther!

Take banking. To say that 176 banks in the seven cities account for almost 60% of all dollar deposits in Texas only *begins* to tell the story. Of the remaining 833 Texas banks, just 16 *do not* maintain correspondents in one or more of this group.

An entire region revolves on the vast network of financial action and interaction in operation here . . . breeding ground for big business through big capacity loans. Only one bank outside the Texas Newspaper Group cities can make a loan as large as $500,000!

This influence spreads further, still — in cultural pursuits . . . in medicine . . . in services and goods . . . in all commodities, real and intangible. All this — to give you ONE BIG MARKET TO REACH and ONE SURE WAY TO REACH IT.

The TEXAS GROUP

THE TEXAS GROUP

Representing 75% of the buying power of Texas
1,068,855 Daily Circulation—976,733 Sunday Circulation

★ BEAUMONT ENTERPRISE AND JOURNAL
★ CORPUS CHRISTI CALLER AND TIMES *
★ DALLAS TIMES HERALD
★ EL PASO TIMES AND HERALD-POST *
★ FORT WORTH STAR-TELEGRAM
★ HOUSTON CHRONICLE
★ SAN ANTONIO EXPRESS AND NEWS

*(optional)

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Borden, 'Big on Flavor,' Big on Sales, Too

Borden Co., New York, had net sales of $956,014,030 and net earnings of $26,856,250 last year. Its 1959 operations resulted in sales of $941,326,495 and earnings of $25,548,693.

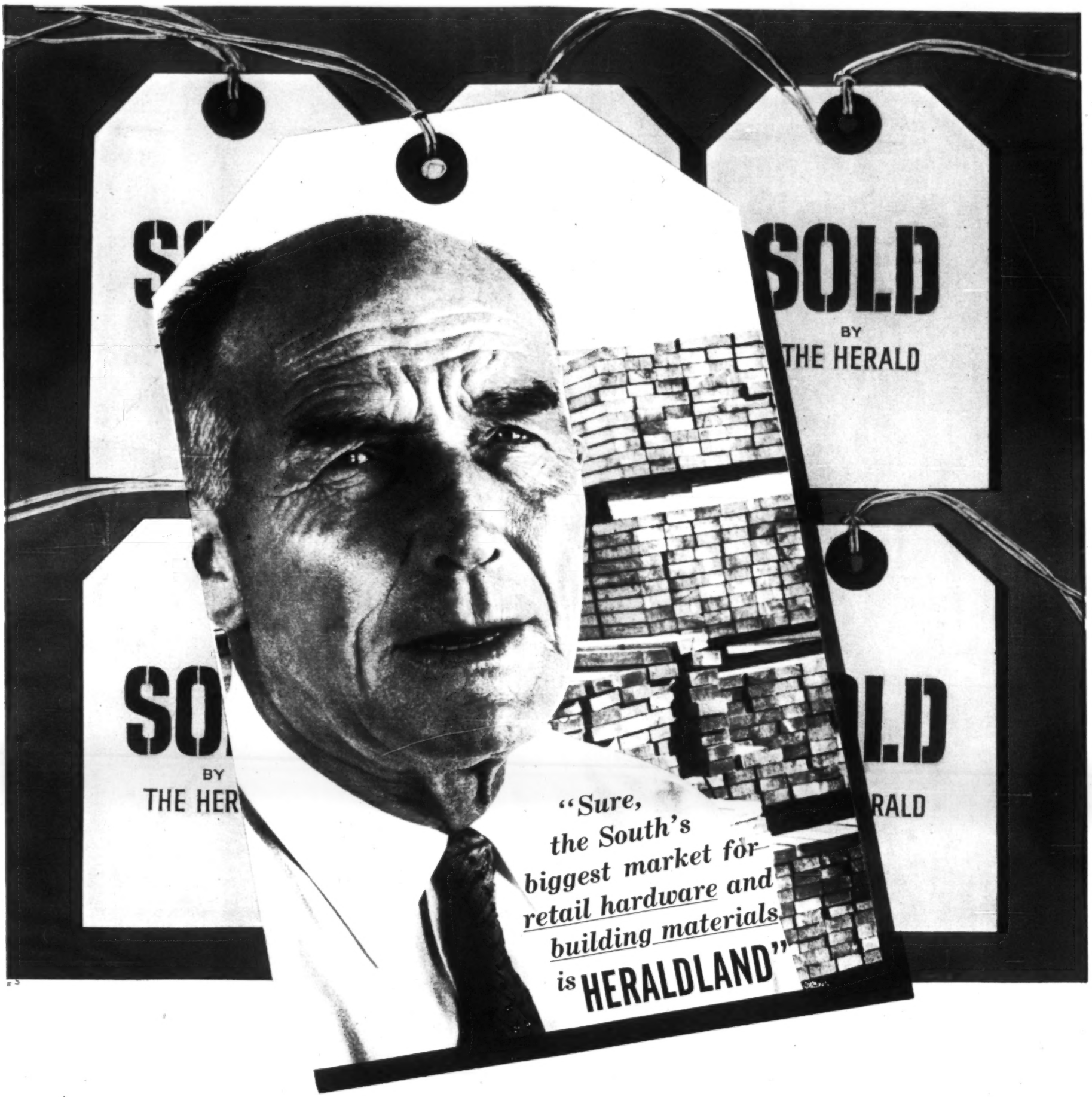
Borden's annual report also said it planned to continue its advertising theme of "Borden's very big on flavor." It added that magazines and outdoor boards will be used extensively again this year for milk and ice cream advertising, while promotion of its principal food products will be concentrated in print, supplemented by local newspaper advertising.

McCann, Ogle Join L&N

Charles J. McCann, formerly sales and marketing director of Salada-Shirriff-Horsey Inc., has joined Lennen & Newell, New York, as an account executive on the Best Foods division of Corn Products Co. George H. Ogle, formerly with Benton & Bowles, has joined the agency as an account executive on Colgate-Palmolive.

Newcomb Joins Glass Corp.

Francis B. Newcomb, formerly a vp of the Canco division of American Can Co., has been elected vp of sales of the American-Wheaton Glass Corp., a new company which is a majority-owned subsidiary of American Can.



HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

Yes . . . HERALDLAND! Annual retail sales of $167 million in hardware and building materials. More than the total sales in the Metropolitan Counties of Atlanta, Louisville and Birmingham combined.

1,724,000 people . . . $3,307 million effective buying power . . . $2,652 million retail sales, a market greater than any of 26 entire states.

HERALDLAND — the South's No. 1 market — is sold by the South's biggest and most influential newspaper

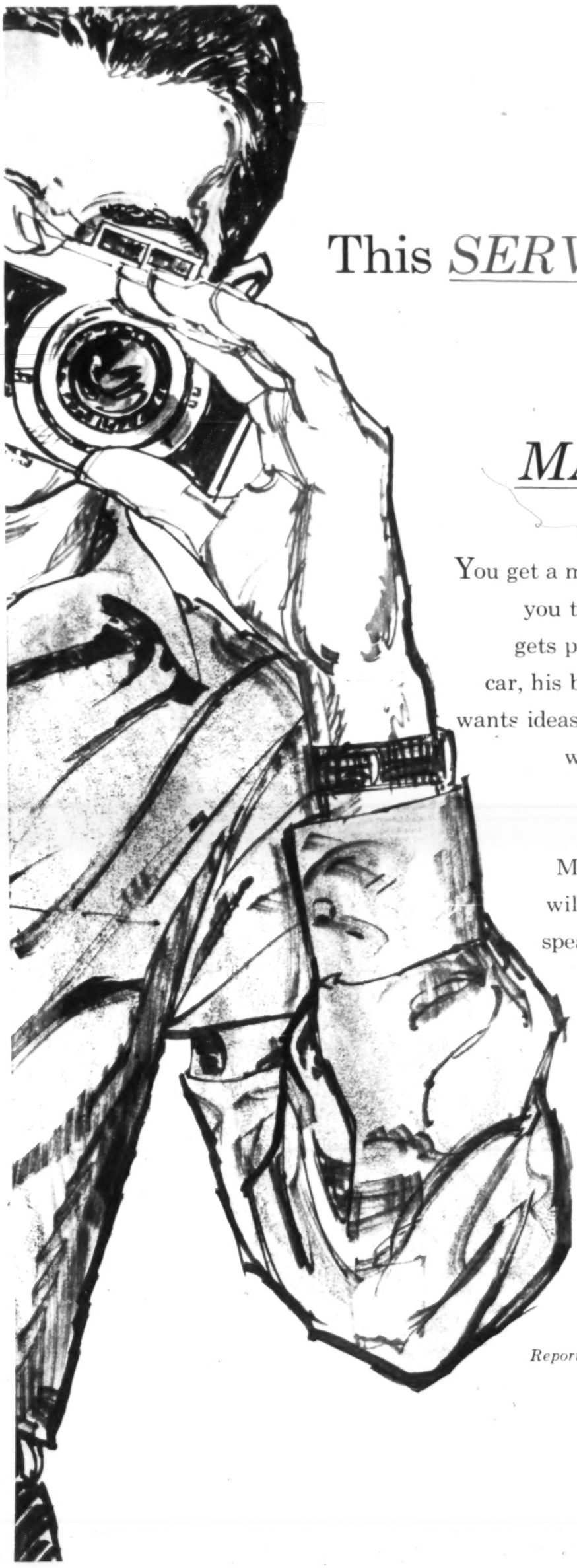
The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

Concentration

salesmen concentrate their efforts on the companies with greatest buying potential. Successful advertising must also concentrate on the volume buyers. The industrial firms that produce the most, buy the most. Which firms are these? Marketing clue: only 18,770 large firms—those employing 100 or more—produce 75% of all manufacturing output. Advertising clue: Fortune concentrates 77.1% of its manufacturing circulation in these top 18,770 firms. *as to why advertising in*

FORTUNE *gets results.*



This *SERVICE* magazine gets a *MAN* in focus

You get a mighty clear picture of a man when you talk his language. Take a man who gets pleasure from using his camera, his car, his boat, his home workshop. When he wants ideas on what to do, what to buy – and why, it's only natural that he turns to POPULAR MECHANICS. It's *his* kind of magazine.

Matter of fact, over five million men will tell you PM is the magazine that speaks their language. They like it!!! And they are men most likely to do something about your product story, when it is in the *service* magazine for men.

POPULAR MECHANICS

A HEARST MAGAZINE

Reporting the mechanics of modern living

R.O.P. Color Shows 6.6% Gain in January, Hoe Says

NEW YORK, March 21—Despite a 48.9% skid in national automotive, total newspaper r.o.p. color throttled forward 6.6% in January, and passed 10,000,000 lines for the first time, according to a report issued by R. Hoe & Co.

The idling automotive r.o.p.—compared with a 4.2% gain for all newspaper auto linage—was choked off by schedule reductions, Hoe said, citing some of the big differentials: Union Oil of California, no r.o.p. color space in January, 1961, versus 165,000 lines in January, 1960; Dodge, nothing versus 27,034 lines before; Ford and Falcon, 15,220 lines versus 137,432; and Ford, alone, 24,367 lines versus 60,184.

Total r.o.p. color in January, however, came to 10,214,770 lines, compared with 9,582,232 lines in '60. Brightest components of the latest January total were general color linage, up 24% from 2,871,270 to 3,560,266 lines; and retail, up 5.9% from 4,745,708 to 5,025,578 lines, another record.

■ The national r.o.p color figure registered an 8.5% climb—from 3,644,868 to 3,955,196 lines—but its normally sharper ascent was diverted somewhat by automotive's downward course.

January also saw the newspapers' longtime r.o.p. color king, the *Milwaukee Journal*, toppled from its roost for the first time by the *Los Angeles Times*. The *Times* scrambled into first place by hiking its r.o.p. color run 15% to 271,478 lines, while the *Journal's* 192,121 lines represented a 21% dip. Most significant January increase was by the *New Orleans Times-Picayune*, whose leap from 76,195 to 158,781 lines took it from 38th to third spot.

The Hoe report said cigarets showed their colors most in January, with 602,267 lines, followed by dairy products, 549,675 lines; meats and fish, 433,366 lines; transportation airways, 280,401 lines; and miscellaneous foods, 238,846 lines.

Issued monthly, the report is based on a Media Records check of 400 newspapers in 140 cities. ≠

CBS-TV Signs WCPO-TV; CBS Radio Adds Four

Despite earlier indications by the network that it would hold WKRC-TV, Cincinnati, to the terms of an affiliation contract which ran through March, 1962, CBS Television Network has signed a new Cincinnati affiliate. Effective April 30, WCPO-TV, the former ABC affiliate, will be the CBS outlet in Cincinnati. WKRC-TV announced late in February it was switching to ABC.

CBS Radio has added four affiliates. They are WSNO, Barre-Montpelier, Vt.; WABJ, Adrian, Mich.; WINF, Manchester, Conn.; and KBUY, Amarillo, Tex., which is rejoining CBS after an absence of a year and a half.

ABC-TV Adds Three Affiliates; ABC Radio Adds Six

ABC Television has signed a primary affiliation contract with KTBS-TV, Shreveport, La., effective Sept. 3. This has been an NBC primary affiliate in the past, with ABC sharing the station. ABC-TV also has added as affiliates WUSN-TV, Charleston, S.C., formerly an NBC affiliate, and KMSP-TV, Minneapolis, an independent, effective April 16.

ABC Radio has added six new affiliates. They are KARA, Albuquerque, KOME, Tulsa, and WHYE, Roanoke, all former independents; KTOK, Oklahoma City, and KSBW, Salinas, Cal., previously with Mutual; and KIRL, Wichita, formerly with NBC.

March Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Mar. 1961	Mar. 1960	Jan.-Mar. 1961	Jan.-Mar. 1960	Mar. 1961	Mar. 1960	Jan.-Mar. 1961	Jan.-Mar. 1960	Mar. 1961	Mar. 1960
General Farm Publications										
Alabama Farmer: (mon)										
⇄North Edition	8.8	—	25.2	—	6.700	—	19.079	—	6.651	—
⇄South Edition	9.2	—	25.9	—	6.924	—	19.586	—	6.875	—
Average 2 Editions	9.0	—	25.6	—	6.812	—	19.333	—	6.763	—
American Agriculturist (sm)	56.5	44.4	110.2	121.3	41.138	32.343	80.271	88.323	38.385	30.011
§Arizona Farmer-Ranchman (bw)	62.7	72.6	110.1	145.4	47.422	54.909	83.281	109.938	46.770	53.853
Arkansas Farmer: (mon)										
⇄Delta Edition	21.2	28.8	51.5	70.0	16.027	21.756	38.976	52.941	15.703	21.388
⇄Western Edition	14.5	24.8	40.5	59.5	11.013	18.737	30.679	44.979	10.500	18.369
Average 2 Editions	17.8	26.8	46.0	64.7	13.520	20.247	34.828	48.960	13.101	19.879
Business Farming (mon)	35.1	42.9	85.6	111.3	15.796	19.323	38.524	50.049	14.777	18.523
§California Farmer: (sm)										
Central Valley Edition	42.9	46.4	80.4	91.4	35.037	40.703	56.625	69.300	34.027	39.303
Northern & Comb. Edition	50.9	49.8	91.5	96.3	41.613	43.724	68.317	73.297	40.603	42.324
Southern Edition	40.7	41.4	79.8	85.8	33.236	36.332	55.750	64.586	32.199	34.932
Average 3 Editions	44.6	45.8	84.2	91.1	36.628	40.253	60.230	69.061	35.609	38.853
Colorado Rancher & Farmer (sm)	54.9	54.4	126.7	144.9	41.509	41.191	94.806	109.677	40.655	39.945
Dakota Farmer (sm)	61.6	76.4	141.5	181.5	48.330	59.973	110.971	141.723	46.478	57.985
†Electricity on the Farm (mon)	10.0	11.4	16.9	25.4	3.564	3.935	5.928	8.826	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
⇄Southeastern Edition	38.3	42.0	111.0	122.6	16.432	18.027	46.048	52.588	14.110	15.801
⇄Southwestern Edition	37.3	40.6	104.7	116.5	15.999	17.437	44.908	49.973	13.469	14.852
Average 2 Editions	37.9	41.5	106.3	120.2	16.262	17.796	45.603	51.567	13.860	15.431
The Farmer (sm)	128.4	136.1	303.8	310.8	100.660	106.684	238.155	243.632	93.564	99.998
Farmer-Stockman: (mon)										
⇄Oklahoma Edition	43.5	39.3	116.7	113.6	33.052	29.880	88.740	86.361	28.640	27.342
⇄Texas Edition	40.3	42.5	115.6	113.2	30.652	32.341	87.862	86.046	27.003	29.887
Average 2 Editions	41.9	40.9	116.1	113.4	31.852	31.111	88.301	86.204	27.822	28.615
Farm Journal: (mon)										
⇄Central Edition	91.2	126.5	266.1	304.0	39.142	54.251	114.175	130.400	36.959	51.729
⇄Eastern Edition	77.9	102.3	226.0	246.5	33.423	43.885	96.956	105.734	31.240	41.363
⇄Southeastern Edition	59.9	92.6	193.3	210.6	25.699	39.738	82.943	90.345	23.516	37.216
⇄Southwestern Edition	64.2	93.3	197.0	211.4	27.560	40.025	84.519	90.704	25.377	37.503
⇄Western Edition	⌀ 72.6	103.8	220.8	252.9	31.135	44.529	94.743	108.508	28.952	42.007
Average 5 Editions	73.2	103.7	220.7	245.1	31.392	44.486	94.667	105.138	29.209	41.964
‡Farm Quarterly (q)	—	—	112.0	123.5	—	—	51.744	57.057	50.957	56.275
Georgia Farmer: (mon)										
⇄North Edition	12.7	17.9	32.5	51.7	9.528	13.514	24.599	39.115	9.392	13.346
⇄South Edition	15.7	21.6	37.4	60.2	11.907	16.363	28.329	45.513	11.771	16.195
Average 2 Editions	14.2	19.8	35.0	56.0	10.717	14.938	26.464	42.314	10.581	14.770
*§Indiana Farmer (mon)	23.3	21.6	35.2	37.0	17.909	16.221	27.049	28.387	15.774	14.091
*§Kentucky Farmer (mon)	20.2	25.6	31.2	42.3	15.499	19.699	23.979	32.516	13.594	17.719
§Michigan Farmer (sm)	61.4	71.7	103.5	120.6	47.191	55.032	79.501	92.616	41.026	49.088
Mississippi Farmer: (mon)										
⇄Delta Edition	8.9	24.3	27.8	57.6	6.707	18.421	21.041	43.582	6.565	18.198
⇄Eastern Edition	6.1	18.9	20.6	45.6	4.586	14.282	15.588	34.407	4.444	14.057
Average 2 Editions	7.5	21.6	24.2	51.6	5.647	16.352	18.315	38.995	5.505	16.128
Montana Farmer-Stockman (sm)	69.8	77.3	174.5	205.9	52.776	58.450	131.891	155.647	40.785	45.622
Nebraska Farmer (sm)	122.5	124.6	289.2	295.0	92.599	94.223	218.683	223.093	82.681	84.288
§New England Homestead (sm)	27.3	36.0	48.6	57.0	19.082	25.217	33.998	39.932	15.626	21.107
New Mexico Farm & Ranch (mon)	20.7	25.3	56.1	63.8	15.687	19.194	42.511	48.325	15.617	19.082
§Ohio Farmer (sm)	78.0	84.1	130.6	141.6	59.897	64.627	100.271	108.747	51.148	56.551
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	44.3	52.2	72.4	78.5	33,540	39.440	54.769	59.403	32.165	38.032
The Oregon Farmer	39.8	47.7	63.2	75.6	30.067	36.062	47.758	57.184	28.763	34.589
The Utah Farmer	43.5	49.3	69.5	74.8	32.864	37.248	52.534	56.587	30.813	35.753
The Washington Farmer	41.8	50.1	64.9	79.8	31.638	37.902	49.072	60.352	30.194	36.376
§Pennsylvania Farmer (sm)	58.7	59.7	140.5	141.5	45.072	45.844	107.917	108.644	39.951	41.754
Prairie Farmer: (sm)										
⇄Illinois Edition	158.4	142.1	359.6	342.9	115.295	103.431	261.817	249.595	94.730	93.535
⇄Indiana Edition	144.2	138.8	328.4	329.9	104.949	101.065	239.083	240.137	94.384	91.169
Average 2 Editions	151.3	140.5	344.0	336.4	110.122	102.248	250.450	244.866	94.557	92.352
Progressive Farmer: (mon)										
⇄Carolinas-Va. Edition	89.3	104.1	226.7	267.8	60.715	70.872	154.177	182.131	57.953	68.007
⇄Ga.-Ala.-Fla. Edition	90.1	99.5	226.5	260.9	61.287	67.674	154.026	177.422	58.629	64.865
⇄Ky.-Tenn.-W. Va. Edition	81.4	89.0	201.0	237.2	55.347	60.522	136.643	161.265	52.925	58.037
⇄Miss.-Ark.-La. Edition	81.8	92.0	200.3	231.0	55.596	62.550	136.173	157.098	53.059	59.967
⇄Texas Edition	75.0	91.5	198.0	229.6	51.025	62.197	134.638	156.119	48.027	59.051
Average 5 Editions	83.5	95.2	210.5	245.3	56.794	64.763	143.132	166.807	54.119	61.985
§Rural New-Yorker: (mon)										
New York-New-England Ed.	27.1	30.1	48.5	54.3	20.696	23.036	37.006	41.516	18.648	19.190
Penn.-Jersey Farming Ed.	24.1	26.2	41.5	50.7	18.404	19.987	31.658	36.554	16.356	16.141
Southern Planter: (mon)										
⇄Va., W. Va., Md., Del. Ed.	32.2	36.2	94.9	96.9	22.568	25.308	66.473	67.802	21.652	24.714
⇄N. Car., S. Car., Ga. Ed.	25.3	29.4	72.3	82.2	17.675	20.560	50.632	57.472	16.759	19.966
Average 2 Editions	28.8	32.8	83.6	89.6	20.122	22.934	58.553	62.637	19.206	22.340
Successful Farming (mon)	84.8	102.7	208.2	246.0	38.175	46.197	93.702	110.680	37.074	45.362
*§Tennessee Farmer & Homemaker (mon)	12.4	17.1	20.7	28.0	9.552	13.163	15.882	21.530	8.392	11.796
Wallaces' Farmer (sm)	141.5	141.6	320.1	339.4	110.927	111.003	250.924	266.049	99.044	102.839
§Weekly Star Farmer: (w)										
Kansas Edition	13.9	16.3	25.6	27.5	34.386	40.270	63.210	67.778	17.790	23.106
Missouri Edition	14.1	16.1	25.4	27.2	34.658	39.740	62.634	67.051	17.740	20.377
Okla.-Ark. Edition	11.4	13.5	20.6	23.2	28.205	33.435	50.902	57.226	14.779	19.890
Average 3 Editions	13.1	15.3	23.9	26.0	12.416	37.815	58.915	64.018	16.770	21.124
Western Crops & Farm Management (mon)	31.8	34.0	85.8	86.1	13.650	14.606	36.802	36.979	13.650	14.606
Western Farm Life: (sm)										
⇄Regular Edition	20.7	23.7	61.9	68.6	16.228	18.607	48.533	53.802	11.501	13.008
⇄Eastern Edition	26.4	30.3	81.4	91.4	20.689	23.791	63.797	71.699	15.370	17.928
Average 2 Editions	23.5	27.0	71.6	80.0	18.458	21.199	56.165	62.751	13.435	15.468
Wisconsin Agriculturist & Farmer (sm)	96.8	96.7	227.2	240.5	75.852	75.833	178.017	188.470	74.547	74.881
Wyoming Stockman-Farmer (mon)	61.0	50.1	157.2	136.1	48.384	37.856	121.184	104.706	42.713	32.191
Total Group	1,464.0	1,567.7	3,698.6	4,033.8	1,020.745	1,076.885	2,529.923	2,743.475	979.085	1,050.540

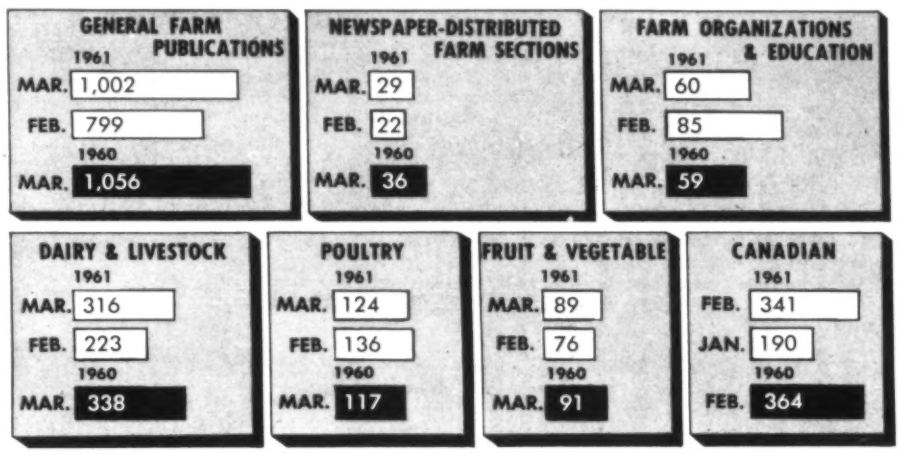
⇄Not included in totals. §Not included in totals; as March figures were unavailable as this issue went to press February figures are shown. *Changed from 784-line page to 768-line page January 1961. †Two issues January-March 1961; three issues January-March 1960. ‡Published quarterly in February, May, August and November.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Mar. 1961	Mar. 1960	Jan.-Mar. 1961	Jan.-Mar. 1960	Mar. 1961	Mar. 1960	Jan.-Mar. 1961	Jan.-Mar. 1960	Mar. 1961	Mar. 1960
Newspaper-Distributed Farm Sections										
Iowa Farm & Home Register (mon)	19.4	27.3	44.7	59.9	19.351	27.286	44.670	59.882	19.061	26.994
Texas Ranch & Farm (mon)	9.7	8.4	59.4	66.9	9.688	8.372	59.388	66.878	9.324	7.868
Total Group	29.1	35.7	104.1	126.8	29.039	35.658	104.058	126.760	28.385	34.862
Farm Organization & Education										
Agricultural Leaders' Digest (mon)	11.1	9.6	26.3	24.6	4.731	4.129	11.276	10.555	4.731	4.129
Better Farming Methods: (mon)										
⇄Eastern Edition	37.0	23.4	67.4	74.1	15.881	10.060	28.932	31.777	15.881	10.060
⇄Central Edition	44.7	28.9	87.2	83.2	19.155	12.415	37.415	35.688	19.155	12.415
⇄Southern Edition	41.0	28.3	76.4	80.9	17.597	12.129	32.784	34.704	17.597	12.129
⇄Western Edition	24.2	23.4	54.1	74.1	10,371	10.060	23,203	31,777	10,371	10.060
Average 4 Editions	36.7	26.0	71.3	78.1	15.751	11,166	30,584	33,487	15.751	11,166
Buckeye Farm News (mon)	14.6	15.5	43.4	40.9	6,573	6,997	19,581	18,484	—	—
County Agent & Vo-Ag Teacher (mon)	26.3	29.0	79.6	83.6	11.296	12.452	34,084	35.845	11,296	12,452
§Iowa Farm Bureau Spokesman (w)	64.3	63.2	115.1	123.5	65.264	64.148	116.824	125,353	56,512	54,656
Michigan Farm News (mon)	2.4	2.5	6.2	7.1	5,684	5,728	14,223	16.223	5,236	5,264
Missouri Farmer (mon)	12.3	11.8	32.8	33.0	5,146	4,942	13,767	13,871	4,108	4,942
National 4-H News (mon)	19.0	22.9	45.0	56.9	7,987	9,564	18,912	23,898	7,987	9,564
†National Future Farmer (bm)	—	—	30.2	42.0	—	—	13,077	18,244	13,077	18,244
Nation's Agriculture (mon)	6.1	9.2	19.3	23.8	2,604	3,961	8,274	10,210	2,518	3,779
§Washington Grange News: (sm)										
East Edition	14.1	11.4	23.8	22.4	15,386	12,404	25,942	24,395	15,078	11,998
West Edition	13.9	10.9	23.2	21.3	15,120	11,774	25,200	23,079	14,812	11,368
Average 2 Editions	14.0	11.2	23.5	21.9	15,253	12,039	25,571	23,687	14,945	11,633
Total Group	128.5	126.5	354.1	390.0	59,772	58,939	163,778	180,817	64,704	69,540

⇄Not included in totals. §Not included in totals; as March figures were unavailable as this issue went to press February figures are shown. †Published bi-monthly; cumulative figures shown are for February-March issue.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

American Livestock Journal: (mon)										
⇄National Edition	20.6	28.8	48.7	63.6	8,837	12,336	20,880	28,317	6,440	9,670
⇄Regional ⇄1 Edition	20.6	31.6	48.7	68.4	8,837	13,576	20,880	29,356	6,440	9,726
Average 2 Editions	20.6	30.2	48.7	66.0	8,837	12,956	20,880	28,317	6,440	9,698
The Cattleman (mon)	96.2	97.8	285.0	295.1	40,394	41,090	119,701	123,946	17,245	15,792
§Corn Belt Farm Dailies: (d)										
The Drovers Journal, Chicago	26.9	32.9	53.4	61.4	57,913	70,891	115,230	132,343	33,133	34,740
The Drovers Telegram, Kansas City	22.6	31.0	50.9	58.7	48,691	66,745	109,656	126,384	26,196	36,089
The Stockman's Journal, Omaha	34.0	38.4	68.0	73.2	73,165	82,756	146,507	156,741	38,156	40,928
The Livestock Reporter, St. Louis	19.0	29.9	40.4	56.4	40,637	64,395	87,082	113,948	21,461	34,760
§Dairymen's League News (bw)	8.0	14.1	16.1	30.6	5,848	10,233	11,749	22,227	5,054	9,503
Feedlot (mon)	31.5	19.8	74.4	54.9	13,244	8,316	31,262	23,072	13,104	8,276
Florida Cattleman (mon)	72.5	83.8	211.7	263.3	30,455	35,181	88,915	110,578	19,001	16,848
Hoard's Dairyman (sm)	75.6	91.4	195.3	238.2	55,061	66,504	142,144	173,393	47,406	60,163
Livestock Breeder Journal (mon)	71.5	80.0	231.2	249.8	30,072	33,684	96,348	111,320	2,156	2,688
National Hog Farmer (mon)	34.2	31.6	84.5	76.0	34,713	32,074	85,767	77,140	33,086	30,890
National Livestock Producer (mon)	23.7	25.5	57.1	70.9	17,403	18,701	42,643	56,578	16,911	17,769
Western Dairy Journal-(mon)	31.6	40.3	98.3	116.1	13,569	17,264	42,213	49,749	11,490	12,966
Western Livestock Journal: (mon)										
Mts. & Plains Edition	53.7	71.1	215.7	250.3	23,056	30,512	92,563	107,424	11,800	13,040
Pacific Slope Edition	114.8	97.1	320.6	321.2	49,261	41,676	137,583	137,781	14,695	16,651
§Western Livestock Reporter (w)	47.6	47.7	79.8	74.3	63,974	64,109	107,251	99,859	11,858	8,575
Total Group	625.9	668.6	1,822.5	2,001.8	316,065	337,958	900,019	999,298	193,334	204,781

⇄Not included in totals. §Not included in totals; as March figures were unavailable as this issue went to press February figures are shown.

Poultry

American Poultry Journal: (mon)										
⇄Egg Producer Eastern Edition	15.0	17.8	45.8	57.1	6,454	7,638	19,660	24,522	4,120	5,580
⇄Egg Producer Midwest Edition	15.0	20.1	44.5	65.4	6,451	8,602	19,097	28,065	4,075	6,547
⇄Egg Producer Pacific Edition	16.2	20.0	44.3	63.8	6,952	8,684	18,995	27,375	4,459	5,669
⇄Egg Producer Southern Edition	15.2	22.3	47.1	67.8	6,548	9,591	20,193	29,093	4,312	6,845
⇄Broiler Producer Edition	6.9	9.0	23.5	30.7	2,944	3,846	10,080	13,209	2,923	3,825
⇄Turkey Producer Edition	7.3	16.5	27.7	41.7	3,152	7,060	11,883	17,920	2,951	6,014
Average 6 Editions	12.6	17.6	38.8	54.4	5,417	7,570	16,651	23,364	3,807	5,747
Broiler Business (mon)	38.0	28.6	91.4	73.6	16,314	12,290	39,192	31,584	12,831	9,554
Broiler Industry (mon)	35.4	38.0	98.9	93.6	15,914	17,100	44,512	42,147	13,064	14,100
Everybodys Poultry Magazine (mon)	23.4	27.0	67.0	90.9	10,035	11,575	28,744	39,002	6,151	7,115
Georgia Poultry Times (w)	29.6	24.0	69.4	63.7	32,528	25,956	75,144	68,376	22,258	21,196
§The Poultryman: (w)										
Dixie Edition	20.4	14.1	39.4	33.8	22,145	15,289	42,741	36,688	9,990	6,003
National Edition	18.7	13.2	33.6	31.5	20,272	14,316	36,492	34,119	9,027	5,583
New England Edition	23.9	18.1	42.4	41.0	25,884	19,687	45,994	44,555	12,135	9,673
New Jersey Edition	23.1	23.2	40.8	49.8	25,012	25,145	44,279	54,054	11,660	14,236
Poultry Tribune: (mon)										
⇄Eastern Edition	50.7	48.1	125.6	136.5	21,765	20,635	53,881	58,567	16,198	14,990
⇄Midwest Edition	50.8	49.4	123.5	134.0	21,798	21,195	52,966	57,507	15,926	15,449
⇄Pacific Edition	55.4	55.4	142.0	150.3	23,753	23,765	60,898	64,499	16,437	16,605
⇄Southeast Edition	56.6	55.2	140.9	153.7	24,279	23,663	60,426	65,933	17,869	17,241
⇄Southwest Edition	47.4	47.2	116.1	132.0	20,319	20,259	49,798	56,613	14,496	15,006
Average 5 Editions	52.2	51.1	129.6	141.3	22,383	21,903	55,594	60,624	16,185	15,858
Turkey World: (mon)										
⇄Central Edition	53.5	47.4	179.5	157.3	22,946	20,320	77,016	67,462	16,275	15,470
⇄Eastern Edition	49.1	46.3	169.8	193.1	21,063	19,853	72,829	65,660	14,944	15,390

(Continued on Page 48)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Mar. 1961	Mar. 1960	Jan.-Mar. 1961	Jan.-Mar. 1960	Mar. 1961	Mar. 1960	Jan.-Mar. 1961	Jan.-Mar. 1960	Mar. 1961	Mar. 1960
‡Western Edition	49.7	47.2	169.8	154.1	21.313	20.243	72.827	66.104	15.078	16.172
Average 3 Editions	50.8	46.9	173.0	154.8	21.774	20.139	74.224	66.409	15.432	15.677
Total Group	242.0	233.2	668.1	672.3	124.365	116.533	334.061	331.506	89.728	89.247

‡Not included in totals. §Not included in totals; as March figures were unavailable as this issue went to press February figures are shown.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Mar. 1961	Mar. 1960	Jan.-Mar. 1961	Jan.-Mar. 1960	Mar. 1961	Mar. 1960	Jan.-Mar. 1961	Jan.-Mar. 1960	Mar. 1961	Mar. 1960
American Fruit Grower (mon)	38.8	46.2	99.0	136.4	16.758	19.966	42.767	58.935	15.982	19.451
American Vegetable Grower (mon)	33.3	30.9	94.0	99.0	14.274	13.353	40.601	42.778	13.761	12.958
California Citrograph (mon)	29.4	22.7	69.2	64.1	19.740	15.232	46.424	42.990	19.348	14.924
Florida Grower & Rancher (mon)	23.3	31.5	73.1	94.3	15.829	21.409	49.677	64.121	13.928	21.033
Vegetable Growers Messenger (bm)	11.2	12.0	19.4	12.0	4.704	5.040	8.148	5.040	——	——
Western Fruit Grower (mon)	42.3	38.7	104.9	110.5	17.766	16.254	44.072	46.410	——	——
Total Group	178.3	182.0	459.6	516.3	89.071	91.254	231.689	260.274	63.019	68.366

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960	Feb. 1961	Feb. 1960
Canadian (February)										
Country Guide (mon)	42.2	42.9	64.1	68.2	30,431	30,914	46,270	49,131	——	——
Family Herald (w)	72.6	73.5	125.3	132.3	70,856	71,737	122,248	129,058	46,770	50,094
Farmer's Advocate & Canadian Countryman (sm)	45.5	52.0	70.7	80.8	31,818	36,378	49,503	56,557	27,273	30,230
Free Press Prairie Farmer (w)	91.3	100.6	153.4	166.6	100,368	110,151	169,686	187,910	54,084	61,972
Le Bulletin des Agriculteurs (mon)	53.5	60.4	83.5	103.7	37,411	42,253	58,492	72,586	37,411	42,253
Western Producer (w)	65.3	67.8	107.8	113.2	69,835	72,547	115,307	121,112	28,877	44,721
Total Group	370.4	397.2	604.8	664.8	340,719	363,980	561,506	616,354	194,415	229,270

'Amsterdam News' Names Wall Ad Director

Kevin A. Wall, formerly assistant advertising manager of *Ebony*, has been named ad director of the *New York Amsterdam News*. He succeeds William Merchant, who resigned.

Kevin A. Wall

With the *News*, Mr. Wall will handle development of new ad revenue for the 50-year-old Harlem weekly, research and marketing counsel for advertisers, and advertising promotion.

Triangle Moves in New York

Triangle Stations has moved its New York sales office to new quarters at 320 Park Ave.

French Plans TV Campaign for New Potatoes Au Gratin

R. T. French Co., Rochester, will introduce its new Potatoes Au Gratin with a major television advertising campaign, starting in April, that includes nine CBS-TV daytime network shows, plus local advertising in approximately 30 major markets. In addition, the company is offering a 10¢ off coupon. For each coupon on the back of a package, the consumer will get 10¢ off on the next purchase of French's Potatoes Au Gratin.

French is also planning a spring promotion for its barbecue sauce. The product will be advertised on network television for the first time. Commercials on eight top rated CBS-TV daytime shows are scheduled from April through September. The promotion will emphasize the product for use as both a barbecue sauce and a spicy catsup.

C-C Seeks to Borrow Funds for Station Buy

Crowell-Collier Publishing Co. has sought approval of the Securities & Exchange Commission for $12,000,000 worth of convertible debentures to finance the purchase of WMGM, New York. In November, 1960, the company agreed to buy WMGM from Loew Theaters Broadcasting Corp. for $11,100,000. Of this amount, $8,100,000 is to be paid in cash and $3,000,000 in 18-month 5 per cent notes. The transfer is still pending before the Federal Communications Commission.

Crowell-Collier told SEC that $3,000,000 will be used to retire the 18-month notes, and another $1,000,000 to reduce a bank loan which was deposited as a down payment against the station's purchase price. The balance may be applied toward the purchase price, or for reduction of other bank loans, which may be undertaken for purchase of the station, and the expansion of Crowell-Collier's publishing activity in the educational field.

EWRR Boosts Lewis, Miller, Gauck; Names Weaver, McCoy

Norman Lewis, formerly assistant secretary of Erwin Wasey, Ruthrauff & Ryan, New York, has been elected corporate secretary of the agency. He succeeds James B. Briggs, who retains the title of exec vp and creative director. EWRR also has promoted Gerald Miller, a copy chief in New York, to vp and Karl L. Gauck, formerly director of research and planning, to marketing vp in Philadelphia.

George Weaver, formerly media director of J. Walter Thompson Co. in Los Angeles, has been named media director in EWRR's Los Angeles office. John L. McCoy, formerly with the National Opinion Research Center, University of Chicago, has joined the agency's Chicago office as a research analyst.

Epstein to Join B&B

Mitch Epstein, copy group head with J. Walter Thompson Co., will join Benton & Bowles, New York, April 30 as copy group head on Procter & Gamble.

Trude Schmid Harper
Grady Dellow

JUDGES—*Judges in the campaign divisions of the ninth annual outdoor advertising contest sponsored by the Outdoor Advertising Assn. of America look on as the contest chairman, W. A. Schmid Jr., North Texas Advertising Co., Fort Worth, and chairman, business development committee, OAAA, explains balloting procedure. Judges are E. K. Grady, J. Walter Thompson; Reginald Dellow, Grant Advertising; Albert S. Trude Jr., Clinton E. Frank Inc.; and John Harper, North Advertising, all of Chicago.*

Zakin Names Slaiter; Adds One

Zakin Co., New York, has appointed Gerry Slaiter, formerly with KHVH-TV, Honolulu, assistant to the senior vp, Robert S. Buckbinder. Zakin has been named to handle advertising for the new Tall Co., New York, manufacturer of the EdiTall line of editing blocks of magnetic tape.

Daniel & Charles Opens Branch

Daniel & Charles, New York, has opened its first branch office, in Atlanta, at 1776 Peachtree Rd. Dick Stern, formerly with Keyes, Madden & Jones, was named vp in charge of southeastern operations.

Crosse & Blackwell Merges with Nestle

Crosse & Blackwell Co., Baltimore, will become an operating unit of Nestle Co., White Plains, N.Y., effective May 1. Under the new arrangement, John T. Menzies Jr., president of C&B, will become president of the Crosse & Blackwell Co. division of Nestle. VanSant, Dugdale & Co., Baltimore; J. M. Korn & Son, Philadelphia; and McKim Advertising Ltd., Toronto, have been handling advertising for C&B. Nestle's agencies are McCann-Erickson, New York; William Esty Co., New York; and Asher, Godfrey & Franklin, New York. Nestle says there is no change contemplated in the advertising picture with the acquisition of C&B.

Kellogg Joins Center

John A. Kellogg, formerly exec vp and general manager of Forbes Marketing Research, New York, has been named vp and member of the board of the Center for Research in Marketing, Peekskill, N.Y.

'Motor' Boosts Geelhood

Kenneth L. Geelhood, formerly western manager of *Motor*, published by Hearst Magazines Inc., New York, has been appointed advertising manager of the publication.

Dickerman Adds Account

Consolidated Airborne Systems, New Hyde Park, L.I., has named Dickerman Advertising Agency, New Hyde Park, as its first agency.

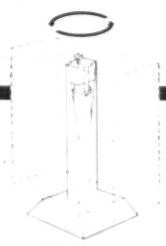
SMOKE SIGNAL!

HANKSCRAFT DISPLAY MOTORS sell Alpine Cigarettes

This giant-size revolving cigarette pack keeps Alpines moving off the shelf. It is animated by a Hankscraft rotary pole motor powered by two ordinary flashlight batteries. No outlets needed. The display sets up in seconds—anywhere!

ENGINEERING SERVICE
for animating displays of all sizes, AC-powered or battery-operated. Send dummy to

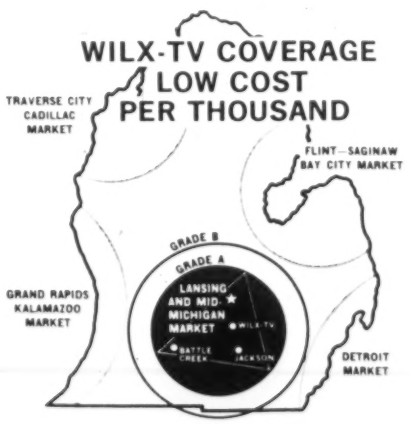
DISPLAY COURTESY OF PHILIP MORRIS INC.
Created and produced by Gugler Lithographic Company, Milwaukee, Wis.



HANKSCRAFT COMPANY
Display Motor Division, Reedsburg, Wisconsin
Sales offices in these principal cities:
Chicago, Philadelphia, Minneapolis, New York, Toronto (Ontario), San Francisco (Erlach Lee Co.)
WORLD'S LARGEST MANUFACTURER OF BATTERY OPERATED DISPLAY MOTORS

IS WHAT THE MICHIGAN MARKET IS REALLY LIKE !!

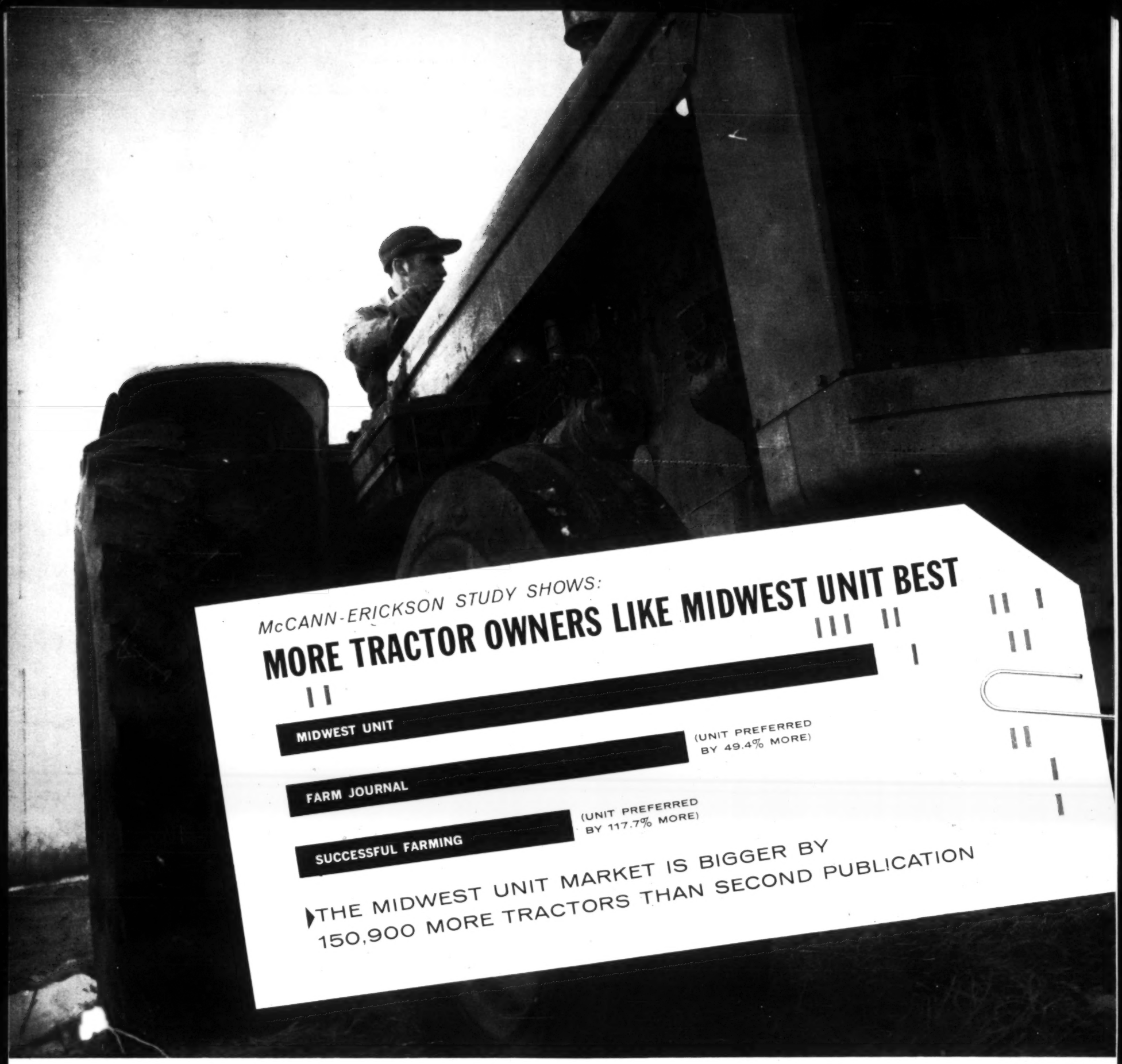
LANSING and MID-MICHIGAN No.1 OUTSIDE DETROIT

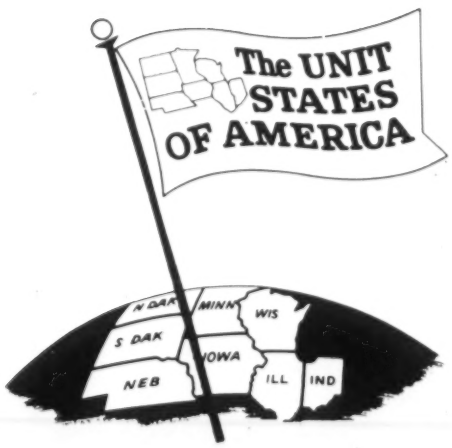


WILX-TV FACTS
• STUDIOS IN LANSING, JACKSON, BATTLE CREEK
• FULL TIME NBC
• TOWER HT. 1008'
• POWER 316,000 WATTS

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION
WILX NBC TV CHANNEL 10
Associated with
WILS — LANSING / WPON — PONTIAC


McCANN-ERICKSON STUDY SHOWS:
MORE TRACTOR OWNERS LIKE MIDWEST UNIT BEST
MIDWEST UNIT
(UNIT PREFERRED BY 49.4% MORE)
FARM JOURNAL
SUCCESSFUL FARMING
(UNIT PREFERRED BY 117.7% MORE)
THE MIDWEST UNIT MARKET IS BIGGER BY 150,900 MORE TRACTORS THAN SECOND PUBLICATION

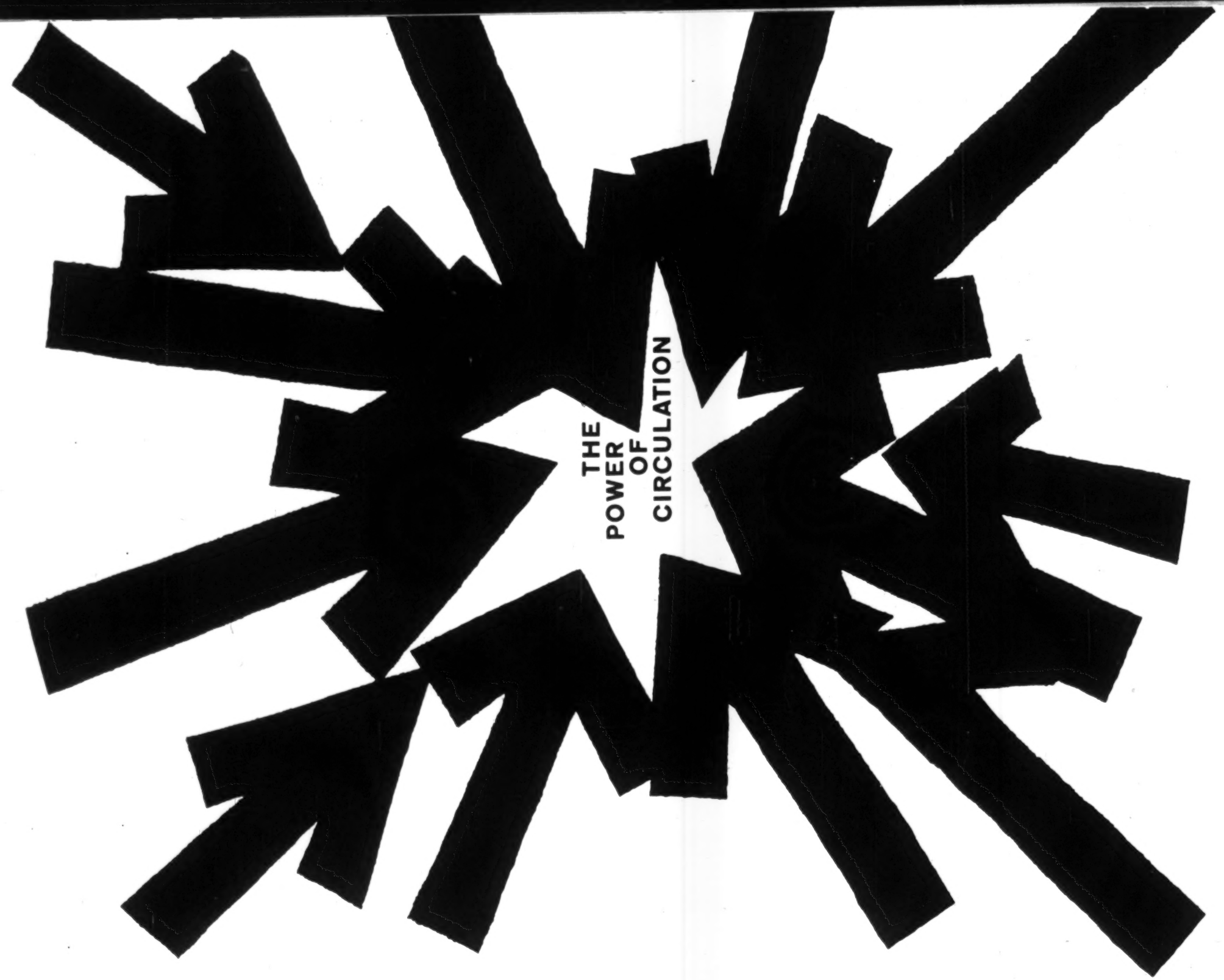


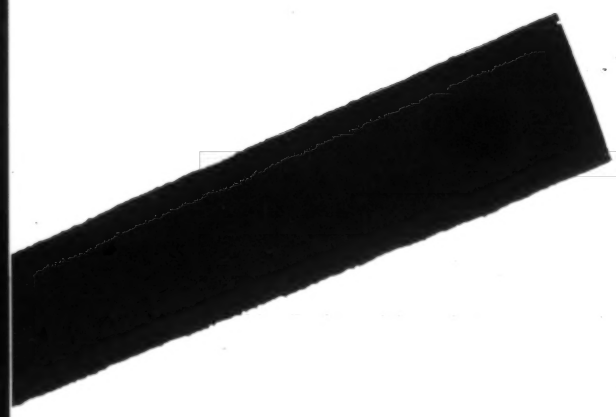
Your Unit bonus: Top choice with top income farmers

In every classification—swine, dairy, poultry, corn, cropland, tractors, trucks—total preference and preference of the top producers go to Midwest Farm Paper Unit. The new McCann Erickson study is packed with useful, unbiased facts and figures. It gives you a new measure of your sales potential in "the world's richest farm market"—a new gauge of effective advertising coverage. Write your nearest sales office for a free copy of this eighty-two page study now.

MIDWEST UNIT *Farm Papers*

SALES OFFICES AT: 35 E. Wacker Drive, Chicago 1 • 250 Park Ave., New York 17, New York • 110 Sutter St., San Francisco 4 159 S. Vermont Ave., Los Angeles 4.


THE
POWER
OF
CIRCULATION



Now, The Detroit News has a total paid circulation of **737,415** weekdays and **933,339** Sunday.* In the 6-county Retail Trading Area where its circulation is concentrated, The News reaches 4 of every 5 homes that get a Detroit newspaper.** Concentrate your Detroit advertising in The News for maximum mass-market circulation at a minimum milline rate— **$1.90 weekdays, $1.66 Sunday**— lowest rate in the nation's five largest markets.

*Average 11/7–12/31/60 interim statement filed with ABC subject to audit 10/1–12/31/60. **Audience Study, Detroit newspapers, 12/13/60—12/21/60, Carl J. Nelson Research, Inc.

The Detroit News

INCLUDING BEST FEATURES FROM

Detroit Times

New York Office: Suite 1237, 60 E. 42nd St. · Chicago Office: 435 N. Michigan Ave., Tribune Tower · Pacific Office: 785 Market St., San Francisco · Miami Beach: The Leonard Co., 311 Lincoln Road

Carter, Pinson, Milner, Consulting Company, Formed

Carter, Pinson, Milner Inc., a new company of merchandising and communications consultants, has been formed with offices at 333 N. Michigan Ave., Chicago. President of the company is Maclin R. Milner, formerly head of a motion picture studio and an account executive with Kenyon & Eckhardt. Paul Pinson, an illustrator, author and lecturer, is chairman of the company. His "Drawthinks" feature appeared in Advertising Age for three and a half years.

WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Duncan Carter, exec vp, has been a freelance writer, has done work for Wilding Inc. and the Jam Handy Organization and for three years has been creative director of Nelson Associates, Detroit, sales promotion company.

'House & Garden' Boosts Two

Roger Valkenburgh, formerly advertising manager of *House & Garden*, New York, has been named to the new post of ad director and business manager of *H&G's Book of Building*, a semi-annual, and *Book of Decorating & Entertaining*, an annual. He also will continue as *H&G* New England manager. John A. Camph, previously manager of *House & Garden's* "Shopping Around," has been named mail order supervisor of that department and of *Glamour's* "Glamour Aisle."

Hawaii Shop Is One of 24 Brand Retailers Honored

New York, March 21—The 50th state took one of the first places in the annual Brand Name Retailer-of-the-Year awards competition.

Brand Names Foundation announced the 1960 winners, and McInerny Ltd., Honolulu, was named Specialty Store Retailer-of-the Year. In 1959 the Hawaiian store won a certificate of distinction.

Food Fair Stores, a past winner, returned after the five-year period of ineligibility and again captured top place in the Class I food store group.

Plaques and certificates were awarded in 24 classifications from a list of 443 retailers selected as finalists. Four certificates were awarded in each category except gasoline stations, where 14 certificates were given.

Decisions were based primarily on 1960 brand advertising and promotional campaigns, plus the education of customers and personnel about the policy of featuring advertised brands.

Winners in each major category were:

Alcoholic beverage stores—Piccadilly Shop, Hartford.
Appliance stores—Polk Bros., Chicago.
Automobile dealers—Lipman Motors (Rambler), Hartford.
Building materials dealers—Linden Lumber Co., Linden, N.J.
Children's stores—Young America Shop., Decatur, Ill.
Department stores—Class I—Adam, Meldrum & Anderson Co., Buffalo.
Department stores—Class II—Pomeroy's, Levittown, Pa.
Drug stores—Class I—Veazey Drug Co., Oklahoma City.
Drug stores—Class II—Ferguson Town & Country Drug Store, Victoria, Tex.
Farm equipment dealers—Miller-Tractor, Shenandoah, Ia.
Food stores—Class I—Food Fair Stores, Philadelphia.
Food stores—Class II—Paetz Super Valu., Muscatine, Ia.
Food stores—Class III—Solo Stores, Winnipeg, Man.
Furniture stores—Goldeen's, San Jose, Cal.
Gasoline service stations—Lott's Atlantic Service., Moorestown, N.J.
Hardware-housewares stores—National Supply & Hardware Co., Milwaukee.
Jewelry stores—Hamilton Jewelers, Trenton, N.J.
Men's wear stores—Class I—Ray Beers Clothing Co., Topeka, Kan.
Men's wear stores—Class II—Sterneman Clothing Co., Muscatine, Ia.
Music stores—Ludwig Music House, St. Louis.
Photographic stores—Brooks Cameras, San Francisco.
Shoe stores—Steve's Shoes, Kansas City.
Specialty stores—M. McInerny Ltd., Honolulu.
Sporting goods stores—Oshman's Sporting Goods, Houston.

L.A. County Dailies Form 4-Star Newspaper Group

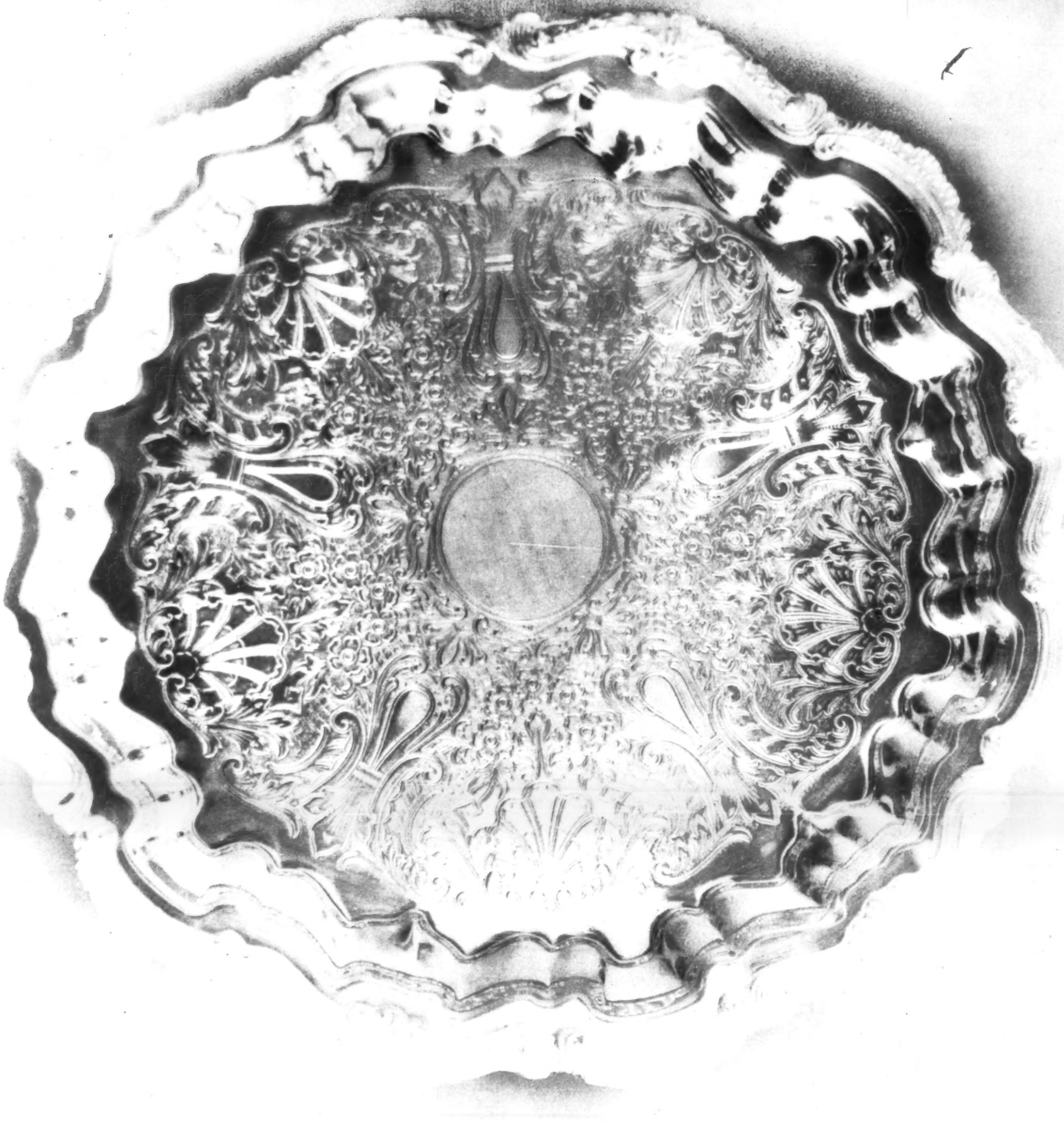
Four suburban Los Angeles County newspapers have formed the Los Angeles County 4-Star Newspaper Group, effective April 1. Comprising the group are the *San Fernando Valley Times Today*, *San Gabriel Valley Daily Tribune*, *Santa Monica Evening Outlook* and the *Pomona Progress-Bulletin*.

Advertisers using the 4-Star Group under one order and one invoice will earn a minimum of 8% discount from the combined national advertising rates of the four dailies. Advertisers using 5,000 lines will earn 11%; 10,000 lines 13%; 20,000 lines 15%; 40,000 lines 18%; and 80,000 lines or more 20%.

Guerin, Johnstone Adds Two

Sekur-All Corp., Los Angeles, manufacturer of a new type of roller skate which requires no clamps, straps or skate keys, and California Computer Products Inc., Downey, Cal., electronics manufacturer, have appointed Guerin, Johnstone, Gage, Los Angeles, to handle their advertising.

CHANGING CHICAGO
HAS TUNED TO NEW
WLS RADIO-THE GOOD SOUND OF MUSIC
abc
GREATEST NIGHTIME AUDIENCE IN CHICAGO *
*A. C. NIELSEN AND PULSE
SEE YOUR JOHN BLAIR MAN



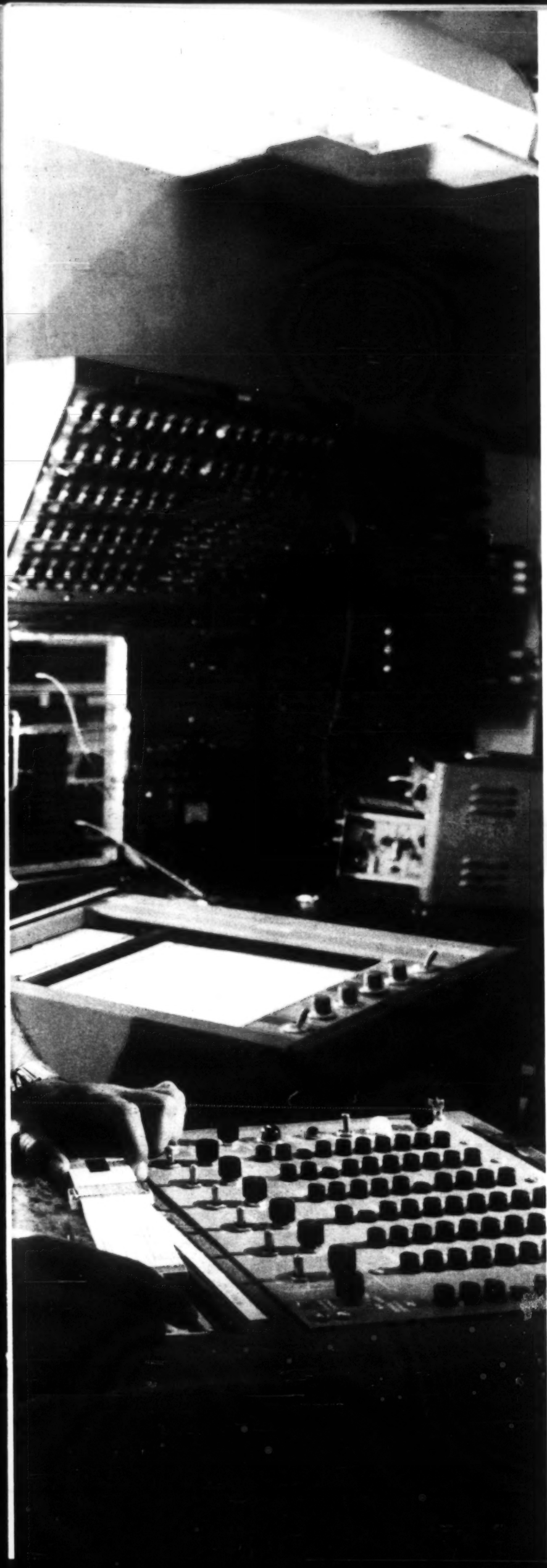
On a Silver Platter

Help yourself to ***the best the West has to offer.*** For the first time – it's yours on a silver platter. ABC Radio West—combining these great networks –ABC Pacific, Intermountain and Arizona—covering ten Western states with 104 radio stations. Now this completely new radio network is ready to help you serve 26,000,000 people who make up the fastest growing region in the United States. Western families are growing faster – spending more money for more products – fast becoming the most prosperous marketing area in the country.

Now ABC Radio West offers every national advertiser – every Western regional advertiser the kind of programming that westerners listen to and enjoy. Western favorites such as Frank Hemmingway and Cliff Engle. Along with News, Weather & Sports, presented in the West by the West, for the West.

So have one, one great new Western Network – one more great new advantage for you with ABC Radio

ABC Radio West Represented Nationally by Avery-Knodel Incorporated



BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aerospace market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week
and *Space Technology*

A McGraw-Hill Publication. 330 West 42nd St., New York 36, N.Y.

ABC PAID CIRCULATION 80,481

Analog Computer Lab—Raytheon

'Merchandisability,' Opportunity to Dominate Shift Schick to Dailies

Light Tells Western ANA Session of Shaver Marketer's '61 Reasoning

SANTA BARBARA, March 21—Schick Inc. shifted its media emphasis strongly to newspapers at the start of 1961, the 15th annual western meeting of Assn. of National Advertisers (AA, March 20) was told here last week by Gerald Light, Schick vp, because:

- Newspapers constitute a "merchandisable" medium, persuasive to retailers who have been suffering from loss of margin in shaver sales.
- Newspapers, from the standpoint of cost, offer an opportunity to "be dominant on a non-dominant budget."
- Newspapers provided the possibility of "an immediate response to our free offer."

■ Mr. Light told the ANA how his company developed ad and marketing plans for the first quarter of 1961 and why it decided to put virtually all of its advertising eggs into the newspaper medium's basket.

First of all, he said, there were some tough industry problems to consider. He said that the electric shaver market declined from 6,600,000 units in 1957 to 4,900,000 units in 1960, while, in addition, the average retail price of electric shavers fell from $25.50 to $19, "without attendant cost reductions at either the manufacturing or retail levels. Without a profit incentive," he continued, "retailers were not inclined to sell a product with enthusiasm."

■ What's more, he added, the shaver market is extremely seasonal, with the Christmas season accounting for 40% of all shavers sold. The first quarter, he added, accounts for less than 15% of annual volume. Schick's problem for '61 was how to get retailers to push the product in the first quarter, at a time when there is less expected volume; when there are probably post-Christmas inventories, and when the profit incentive was less than it should be.

Mr. Light said research disclosed that 70% of all shavers are sold in retail stores that are most receptive to consumer promotions. Also, it was discovered that 55% of all shaver sales are replacements, 59% are purchased as gifts, and that women buy 70% of all men's gift shavers.

Armed with this information, Mr. Light continued, Schick decided to sell only its brand, rather than the electric shaver concept, since most purchases are replacements. Secondly, the company decided to create another selling season in the first quarter by building a promotional event; and third, put together a promotion that key dealers could use. This turned out to be a free grooming kit with each purchase, he said.

■ Newspapers were selected as the primary medium, he said, because Schick required "a merchandisable" medium. "We can put an ad in front of a retailer or alongside of a sales order, but we could not do it with a tv commercial," he said. "We chose newspaper and two-color ads because we needed to be dominant on a non-dominant budget. And lastly, we needed immediate response to our free offer."

He said in conclusion that Schick's campaign, which includes ads in 75 newspapers plus a b&w push in five magazines, has been "successful" thus far.

■ Walter G. Barlow, president of Opinion Research Corp., cited several opinion polls, including some published in ADVERTISING AGE, which showed that while the public was generally well disposed toward advertising, many consumers had poor opinions of specific ads and advertisers.

Mr. Barlow warned that these objections could be "generalized" to include all advertising. He also suggested that advertisers raise their sights and appeal to the more educated consumer, whom he called the "tastemaker" of the consuming public.

■ Knob Bourne, vp of McGraw-Hill Publishing Co., Los Angeles, also used a slide presentation to demonstrate how advertising, particularly business paper advertising, can be used more effectively by employing various techniques evolved through readership studies and ad scoring.

The ANA audience also saw a series of slide presentations on media selection. These included a report on media cost trends by Lawrence Deckinger and Robert Dwyer, both vps of Grey Advertising Agency, and a Gallup-Robinson presentation on strengths and weaknesses of magazines and tv. Both of these have been previously reported in ADVERTISING AGE.

■ Agency speakers showed up with their critical knives sharpened and, to the obvious delight of the ANA audience, proceeded to slice up the art-for-art's-sake school of advertising creativity as if it were so much baloney.

Courtenay J. Moon, creative director of Johnson & Lewis, San Francisco, was scornful of those who believe the "consumer exists for the sake of advertising, and not advertising for the sake of the consumer."

Mr. Moon was particularly unhappy about the use of research data and their application to creating ads. "There is always a danger that in our passion for work, our sense of values becomes twisted," he said. "The ad becomes the reality and the public the fiction or unreality.

"If we are to create ads that move the consumer to action we, as the creators of the ads, can't be carried away by the impersonality of it all, either. As long as we keep our sense of perspective, as long as we manipulate the techniques rather than letting the techniques manipulate us, we'll turn out ads that are human, interesting and communicate something."

On the same theme, Crofton Jones, senior vp of Hixson & Jorgensen, Los Angeles, voiced "hostile feelings toward the word 'creativity'—not toward the concept of being creative.

"I submit the phrase 'inventive thoroughness' as a substitute for 'creativity'," said Mr. Jones.

"I believe the word 'creativity' has slipped into its unenviable position largely through misunderstanding of the primary function of advertising by some people in the copy and graphic side of the business. They have been allowed to expend more effort in being different than in being understood. This approach often ends up with so-what copy, out-of-focus photographs, abstract art, and even copy set in type so small no one over 35 years of age can read it easily."

■ William V. Patten, vp and chairman of the plans board of Lennen & Newell, suggested that the creative is often confused with the "occult." He suggested that some agencies and advertisers have restricted the meaning to include only "those advertising and selling campaigns that are based on gimmicks.

"Of course, it is vital and necessary that any advertising message attract the attention of its audience, but unless the selling message is effective in creating a desire and making a sale, all of the money spent on advertising is a waste. When we talk about creative advertising, I think we really mean effective advertising—advertising that achieves its objectives and sells goods at a profit.

"I'm not saying there is no place for the artistic, creative man in advertising—we need all of them we can get—but if a man really wants to write the great American novel or paint the great American painting, and feels he is prostituting his art and his integrity engaging in the commercial business of advertising—and that's what it is—I say he doesn't belong." ■

Mann Mrs. Mann Mrs. Bruce Bruce

TIME OUT—*Getting acquainted at the western meeting of the ANA were Mr. and Mrs. Marvin Mann, Max Factor & Co.; and Mr. and Mrs. Leslie C. Bruce, Purex Corp.*

Thornton Lyon Beam Campbell

NOTE TRADERS—*On hand at the opening session of the ANA western meeting were Dan Thornton, Folgers Coffee; Ray Lyon, Allstate Insurance Co.; Jim Beam, Hughes Aircraft Co.; and Robert D. Campbell, Newsweek.*

Ironwear, Pennsylvania, New Jersey Bell Sponsor Contest

Princess telephones with local bills paid for 12 months, plus a two-years' supply of Ironwear nylons will be given as first prizes in a contest sponsored by Ironwear Hosiery, Pennsylvania Bell Telephone Co. and New Jersey Bell Telephone Co. A one-minute saturation campaign is being used on WIBG, Philadelphia. The check-the-right-answer fashion quiz includes questions based on designers and designs, bridal etiquette and completion of the sentence, in 25 words or less, "In buying stockings, the feature I look for most of all is . . ." Entry blanks for the contest, which closes April 1, are available in the hosiery departments of Lit Bros. and Snellenburgs, department stores.

To coincide with the promotion, Ironwear will introduce a new seamless mesh stocking, Slender, that is "insured against runs regardless of cause." Lavenson Bureau of Advertising, Philadelphia, is handling the promotion.

PR on Credit Offered Now

World Wide Information Services, New York, has established a new division, Public Relations Credit Card System, designed to provide a "faster and more flexible" pr service at the local level. The system will operate like a revolving charge account. Companies will be able to open an account with a minimum balance of $500. When they require local pr service, they phone in the order. They will then be billed monthly. World Wide boasts a field force of some 6,000 newspaper men and women in some 1,000 cities here and abroad.

Seven Arts Names Three

Seven Arts Associated Corp., tv film distributor, has appointed George Mitchell to the new post of West Coast division manager; Ben Elrod, a southwestern account executive, operating out of Dallas; and Marvin L. Lowe an account executive in the Chicago office. Mr. Mitchell formerly was with Ziv-United Artists Television Co.; Mr. Elrod was with United Artists Associated; and Mr. Lowe was with National Telefilm Associates.

28 WAYS TO GET MORE INQUIRIES

"28 Ways to Get More Inquiries From Your Advertising" is one of the NEW chapters in the 1961 revised and enlarged edition (just off press) of famous book TESTED ADVERTISING METHODS, by John Caples, vice president of BBDO Ad Agency. This big 5,000-word chapter shows you tested methods used by nationally-known advertisers to get more inquiries, coupons, mail order sales, booklet requests, sample requests, telephone calls, and sales leads from newspaper ads, magazine ads, direct mail letters and broadcast commercials. If you want immediate ACTION from your ads and want to MULTIPLY response, this chapter is worth entire price of book. Your money back if you don't agree.

Three other NEW chapters are: 1. How to Put Enthusiasm Into Ad Copy; 2. How to Make Small Ads Pay; 3. 17 Ways to Test Your Ads. "This book tells results of six million dollars spent in testing advertisements," says *Business Week*. The 1961 edition has 18 chapters, 320 pages and 79 NEW illustrations. Tear out this ad and send it with your name and address for 10 days' FREE examination. Then send $6.95 plus a few cents mailing charges or return book without obligation. SAVE . . . If you check here ☐ and enclose payment, we pay mailing charges. Your money back in 10 days if you are not delighted. Address: Harper & Bros., 51 East 33rd St., New York 16, N.Y. 4404-D

Proven Profitable by 164 National Advertisers

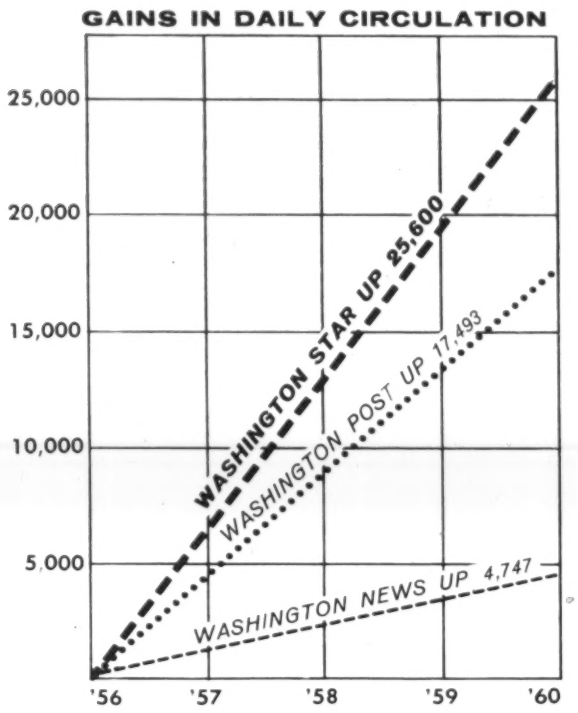
at BIG DISCOUNT SAVINGS . . .

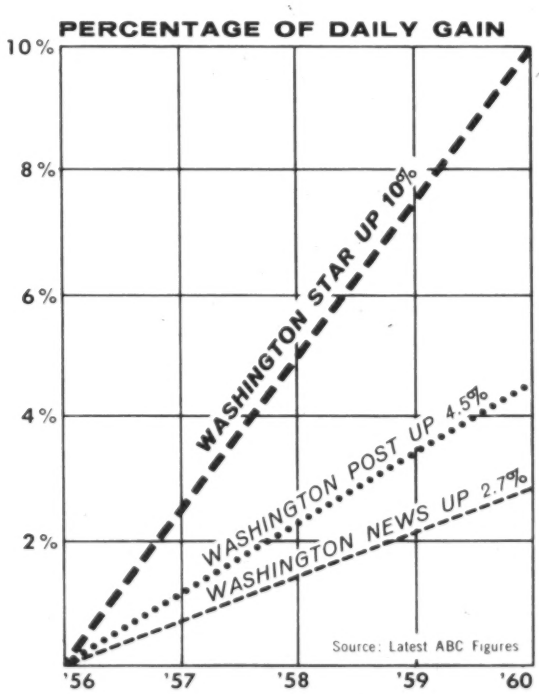
One of the first and finest group buys made available. Recognized and profitably used by 164 national advertisers. A great package buy that delivers ¾ of Montana at 63c per line. New frequency and bulk discounts available now.

BILLINGS *Gazette*
BUTTE-ANACONDA *Montana Standard-Post*
HELENA *Independent Record*
MISSOULA *Missoulian-Sentinel*

Montana Group

Ask Jann & Kelley Inc.
National Representatives





Talk about trends in Washington, D. C.

Any media buyer would naturally expect to see circulation growth among the newspapers in the Washington market.

In the 1956 to 1960 period, population has grown slightly less than 6 per cent.

The significant factor to an advertising viewpoint is that The Washington Star's circulation gains were far ahead of the population trend.

The charts speak well for themselves. But above and beyond this concrete proof of The Star's dynamic growth is the inestimable value of The Star's evening *selling* strength.

Are you bucking the trends—or putting them to work in your favor?

THE WASHINGTON STAR

EVENING AND SUNDAY • WASHINGTON, D. C.

Member of MILLION MARKET NEWSPAPERS, INC.
New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard
Detroit: New Center Building
Los Angeles: 3540 Wilshire Boulevard • San Francisco: 111 Sutter Street

Play this winning foursome

Four is par for Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. Read in 9 out of 10 homes in each metropolitan area, the 4 Georgia Group papers give you the coverage and penetration you need and want. So why not score with the winning foursome? It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your local Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* **MACON** *Telegraph and News*
COLUMBUS *Ledger and Enquirer* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

Stewart Johnson Moore Byles

REORGANIZED—*Heading up the newly-formed Stewart-Johnson agency in Jamaica are Edgar Stewart, Johnny Johnson, Mrs. Eileen Moore and Pat Byles.*

. . . use the extra sell of color in Big D's biggest, most powerful newspaper — The Dallas Morning News! □ **6th in the nation, first in Dallas, in color lineage!** 1,983,088 lines in 1960 — up 39.9% over 1959, 71.6% more than in 1958!* □ Color gets added force from The News' larger circulation and greater influence in Texas' biggest, richest market. It's a bang-up, sure-fire combination: Color and The News! □ If you've tried it, you know. If you haven't, you should. *Media Records

The Dallas Morning News

CRESMER & WOODWARD, INC., NATIONAL REPRESENTATIVE / THE LEONARD COMPANY, FLORIDA TRAVEL REPRESENTATIVE

Art & Publicity, Jamaica Agency, Splits into 2 Units

KINGSTON, JAMAICA, March 21—Art & Publicity Ltd., which claims to be the largest agency in Jamaica and the entire Caribbean area, has re-formed.

The agency, founded 18 years ago, has been split into two units.

Stewart-Johnson & Associates Ltd. will henceforth operate as a full-service agency. Art & Publicity will now operate mainly as an advertising production house.

The agency pointed out that in the process of expanding over the past 18 years Art & Publicity built up a large production department to handle such services as screen-process posters, commercial art, point of sale displays, outdoor boards and general sign painting.

The agency said it had to add these services because "there were no firms in Jamaica" providing them.

■ Named to the board of directors of Stewart-Johnson were A. J. Johnson; E. G. Stewart; K. Patrick Byles; Mrs. Eileen Moore; and Miss Jean Ashman. The agency reported that it has "a staff of well over 100 persons."

The agency's building at Church & North Sts. here has been enlarged and renamed "Publicity House."

The reorganization follows the recent formation of Lindo, Norman, Craig & Kummel here (AA, Feb. 20). This represented the merger of Ad-Rite Advertising Agency and the Venezuelan subsidiary of Norman, Craig & Kummel, New York. Ad-Rite, 10-year-old Jamaican agency, has 30 employes and reported billings of $1,000,000. #

Rochester Ordinance Regulates Business Sales

The city council of Rochester, N.Y., has passed an ordinance, effective immediately, which regulates "going out of business," "fire" and "removal" business sales. The ordinance limits such sales to 30 days, prohibits a merchant from bringing in merchandise specially for the sale, regulates the advertising of the sale and prohibits a reopening of the business for a year after a going-out-of-business sale. Violators are subject to fines and prison sentences.

Far West Roto Group Adds One

The Far West Rotogravure Group, comprised of the *Los Angeles Times Home Magazine*, *San Francisco Chronicle's Bonanza* and the *Seattle Times Pictorial*, will add the *Phoenix Arizona Sunday Republic*, effective July 1. Circulation of the *Arizona Republic* is 197,773, bringing the total Far West circulation to 1,700,000.

Now's the time to GET OUTA THE SACK!

"Off your back and outa the sack!" That's how a hard-bitten bosun's mate rouses sailors from their slumbers. It's not exactly a soothing speech, but it gets instantaneous action.

This tough-minded realism works equally well when applied to a slumbering sales curve. Nobody brings in much business with his back on the sack and his pants in the closet.

Here at the Chicago Tribune, we know many advertisers with both feet out of bed who are stepping up the pace. Following a larger ad investment in the Tribune, Auto Europe, Inc. finds business 30% ahead of last year—with more people ordering cars for delivery in Europe than any time in the past six years! Allied Radio Corp. reports "exceptional response" at all five stores to its Tribune ads featuring stereo hi-fi values. By offering a good value—and promoting it—advertisers are getting remarkable results.

In the key Chicago market, results are a language we speak well. And to help you get them, the Tribune delivers a lot more than just the biggest buying audience. From scores of studies and surveys of consumers, we can show you what they buy, where they buy—and how to sell them more. Here are just a few:

If you sell grocery or drug items, there's the Tribune's famous Consumer Panel. With its regular reports on brand standing, share of market and source of purchase, it even shows what kind of customers *don't* buy your particular brand! • If you sell airline travel, don't miss our imposing new airline study. See what your passengers really think of the jets! • And no matter what you sell, by all means get acquainted with MARKET POWER, the Tribune's complete and authoritative study of people and their purchases. From books to boats, from dresses to dishwashers, it shows who buys what and how to reach them in Chicago and suburbs. • There's a lot more where these come from—specialized information to help your particular business.

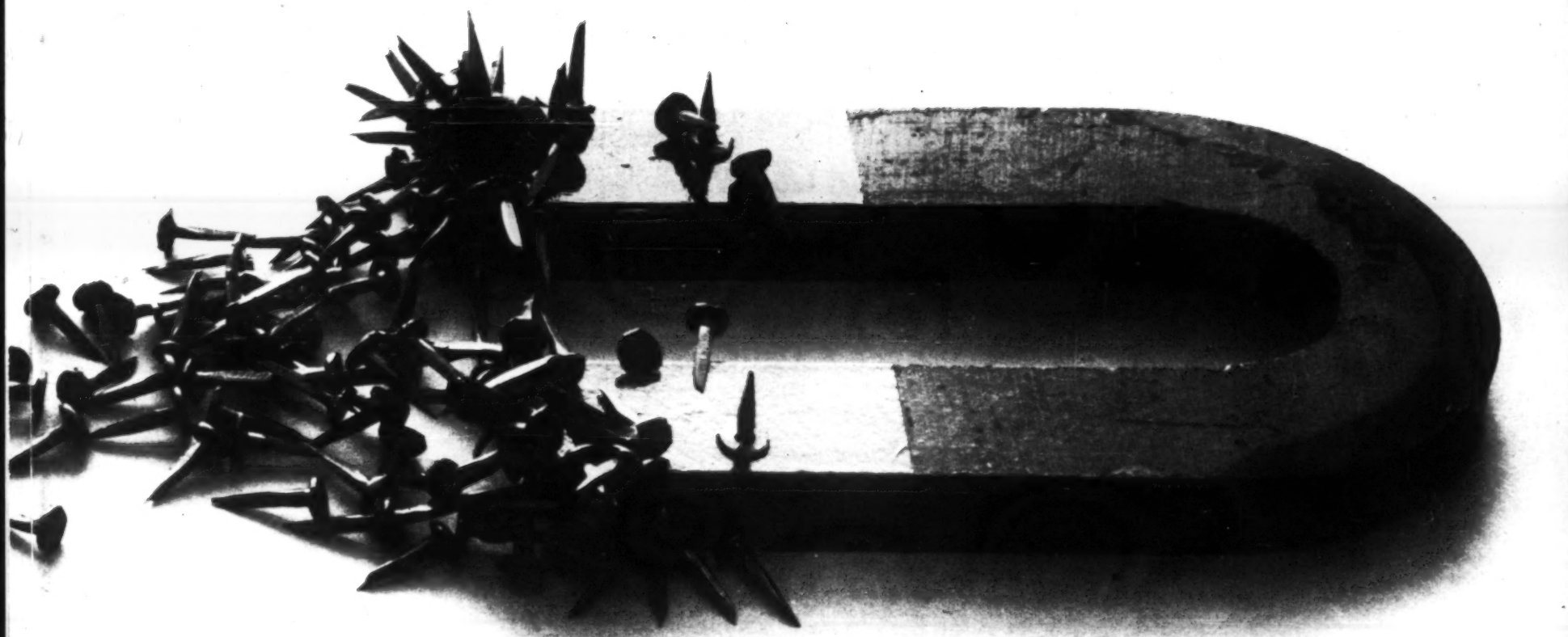
At the Chicago Tribune, we're convinced that business in 1961 will be as good as we make it. That's why we've expanded our advertising sales force and increased our advertising budget.

We're shooting for another record year—and we've got the selling power and the marketing know-how to help you do the same. Call any Chicago Tribune representative for the full story.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

there is nothing harder to stop than a trend



Network television-watching is up . . . to the tune-in of 1,190,000 more homes.

Being a communications art, very much in the public eye, television is bound to attract constant critical fire.

Certainly the targets are most inviting: less entertainment—or more "good" entertainment? What *is* the public interest? Equal time for whom, what and when? Etc.

Most recently, it's being said that all such questions are academic, since television has reached its audience peak and is, indeed, starting down the other side.

Well sir, *that* one we can nail. And *our* critical authority is none other than Joe Viewer. By the mere act of turning on (or off) his set, by the mere turning of dials, his is the last word.

Today's dial-counting figures say he likes us more than ever. He's watching evening network programs now in 27,906,000 homes per average minute.* That's an upward trend of 1,190,000 over his 1960 liking.

We would think that this isn't because he's suddenly found himself with more time on his hands these evenings. But because these evenings in television are becoming more and more rewarding for him.

Obviously, we're pleased. The more so (and understandably) because the figures go on to say that *ABC's increase comes to 73% of the total increase.*

This is not unexpected. In competitive markets where the viewer has a choice of all 3 networks, he consistently chooses ABC. Every Nielsen† this year (10 in a row now) says so.

The reasons are as valid as they are various: *The Untouchables. 77 Sunset Strip. My Three Sons. The Flintstones.* Or, in the public service spectrum: *Winston Churchill: The Valiant Years, ABC-TV Close-Up!, Expedition.* Or, in the sports arena: *Fight of the Week, College Basketball, All Star Golf, Championship Bowling.*

This trend is one we intend to extend. Coming-soon evidence of our intent: *The Bing Crosby Show, 33rd Annual Academy Award Presentation, The Corrupters, Bus Stop, Top Cat* (new animated series by the producers of *The Flintstones*), *Calvin and the Colonel.*

A closing thought (for the dial-counting advertiser): nothing is harder to stop than a trend. Nothing more profitable to go with.

ABC Television Network

*Source: National Nielsen TV Report, 2 weeks ending Feb. 19, 1961 vs. similar period in 1960. Average Audience, Sunday, 6:30-11 PM, Mon. through Sat., 7:30-11 PM.

†Source: Nielsen 24-Market TV Report, 10 weeks ending March 5, 1961. Average Audience, Sun., 6:30-11 PM, Mon.-Sat., 7:30-11 PM.

Along the Media Path

The **Houston Chronicle** has undertaken sponsorship of the new monthly tv series, "Horizons Unlimited," on KTRK-TV. Emphasis of the travel show will be on the more personal aspects of travel through commentaries by acknowledged experts in globe-trotting.

• Signatures of **WNEW**, New York, personalities, designed to resemble a Rorschach ink blot test, are featured in a new bus card campaign launched by WNEW. This is the first time in ten years that the station has used bus card advertising.

• As part of its grand opening for its new Communications Center, **WFAA** and **WFAA-TV**, Dallas, are conducting a contest for agencies and their clients. Eight awards will be presented to contestants who come the nearest to guessing the number of persons who will visit the showplace between April 5-30.

• On Feb. 26, the **Akron Beacon Journal**, Akron, O., ran a 24-page section devoted to the Akron automobile Sale-O-Rama. Following publication of the section, new car sales showed an increase of 61% over the preceding week and used car sales increased 34½% over the preceding week.

• The **Episcopalian**, New York, marked its first anniversary with a regular circulation of 89,000.

• Latest presentation being shown to advertising agency executives by **The Saturday Evening Post**, entitled "New Opportunities to Sell Women," traces the evolution of the social status of women from the time of Euripides to the present and demonstrates that the social change in the status of women parallels the readership of the *Post* and other magazines.

• The Muscular Dystrophy Assn. has presented Citations of Merit to William C. Goodnow, vp and general manager of **WISN-TV**, Milwaukee, and James T. Butler, vp and general manager of **WISN**, in recognition of their services as co-chairmen of the 1960 Milwaukee area March Against Muscular Dystrophy fund raising campaign.

• The **Chicago Tribune's** travel section has been named winner of the "best travel section" category in the 1960 Mark Twain awards competition, sponsored by Pan American World Airways to recognize achievement in the travel writing field.

• **WLIB**, New York, and the **Jamaica Broadcasting Co.**, B.W.I., have formed a mutual exchange program which will cover both program material and personnel. Initial exchange will encompass programs with Jamaica supplying a series based on their upcoming status as an independent Commonwealth nation in May. In exchange, WLIB will supply the Jamaica Broadcasting Co. with a series of programs featuring Billy Taylor and the progress of jazz in America.

• Lincoln University's department of journalism, Jefferson City, Mo., has named the **Saturday Review**; the **Springfield News** and **Leader & Press**, Springfield, Mo.; the **Criterion**, Indianapolis; and the U. S. Information Agency winners of the 1961 Curators awards for significant contributions to better human relations.

• **WAOK**, Atlanta, sent green carnations to advertisers and agency officials on March 17 to celebrate its seventh anniversary. That same day, the station offered its listeners $7 cash an hour for seven hours for identifying a mystery seven-letter word.

• The **Los Angeles Mirror** will publish a special Bar-B-Q section, giving helpful ideas on backyard cookouts on May 25 and will publish its annual Gourmet Guide, a directory of southern California restaurants on June 6.

• To celebrate its third anniversary, **KADY**, St. Louis, will give each of its advertisers a free one-minute commercial in the course of its birthday celebration week beginning April 3. For those advertisers presently carrying schedules on the air, the station will give a free commercial sometime during the birthday week festival.

POCKET GUIDES—*Holiday, New York, has published miniature pocket travel guides, containing answers to most frequently asked questions about passports, currency, etc. The five guides are being introduced through travel agents.*

• **KDKA**, Pittsburgh, devoted St. Patrick's Day to the "givin' of the green," by awarding 10,000 green trading stamps to ten listeners. Listeners were asked to send in their names and addresses on post cards to participate in the St. Patrick's Day event.

• **Prairie Farmer** has published a folder giving information on the Farm Progress Show to be held near Rensselaer, Ind., in September. Included in the folder is a list of the 230 companies which will sponsor exhibits at the show. Additional information may be obtained from *Prairie Farmer*, 1230 Washington Blvd., Chicago 7.

• Metropolitan Broadcasting's international short wave radio station, **WRUL**, broadcasting directly from the United Nations, will expand its total news coverage to include direct reports from the UN, on-the-scene broadcasts of the Adolf Eichmann trial in Israel and direct international news commentaries.

• A four-way circulation split for more concentrated regional advertising support of distributors is now being offered advertisers in **Electrical/Electronic Procurement**, effective with its March issue. Advertisers wishing to list names and addresses of distributors in their ads may now divide the list according to two, three or four geographical areas and list only those distributors who sell in a given region.

• **WBT** and **WBTV**, Charlotte, N. C., is the subject of a feature article in the current issue of **America Illustrated**, monthly magazine published by the U.S. Information Agency in the Russian language for the Soviet People. Entitled "Behind the Broadcast—North Carolina Center Exemplifies Radio-TV's Service to Community," the article deals with all aspects of American radio and tv with emphasis on public service activities. Basil L. Whitener, congressman from North Carolina, had the entire text of the article inserted in the Congressional Record.

• Films of a current documentary series of half-hour programs entitled "The Changing Face of Dayton," produced by **WLW-D**, Dayton, has been presented to Dayton public schools by the station for use in geography, history, civics and other classes. The public service series traces the history of Dayton from the days of the early settlers and includes a look into the future of the city.

• **Automotive News** will publish its "25th Annual Almanac" on April 24. Sales figures on new and used cars, both domestic and imports, will be included in the almanac, as well as automotive developments of the past year. Copies are available at $5 each on advance order from *Automotive News*, 965 E. Jefferson Ave., Detroit 7.

• **Progressive Plastics** will sponsor the Plastic Show of Canada, to be held Oct. 17-19.

• **WRCV-TV**, Philadelphia, has received the 1961 Distinguished Service Award from the Drizin-Weiss Post, Jewish War Veterans, for extensive news coverage.

• With its April issue, **High Fidelity Magazine**, Great Barrington, Mass., will mark its 10th anniversary.

• In a promotion, designed to attract attention to the vividness and impact of its r.o.p. color, the **Nashville Tennessean** delivered 1,100 copies of a specially made up edition of its March 17 issue to New York advertising personnel. The special issue, flown to New York by private plane and delivered the same day, as the St. Patrick's Day Parade got under way, dramatized the story of festive occasion.

• Gold-tipped 4" green Sherman's premium blend cigarets were sent to agencies and advertisers by **WNAC-TV**, Boston, on St. Patrick's Day.

• For the third time since 1958, **Highlights for Children**, Columbus, has been awarded the annual Brotherhood Certificate of Recognition by the National Conference of Christians & Jews. The award is given for "outstanding leadership in promoting the cause of good will and understanding among all people of our nation."

• The Washington senate passed a resolution commending **KING Television Co.** and Boeing Airplane Co., both of Seattle, for an hour-long documentary documenting the progress and history of the University of Washington in commemoration of its entering its second 100 years as an institution of higher education.

• "Measure Your Market for 10 Major Appliances . . . and Increase Your Share," a new presentation designed to help appliance dealers estimate their share-of-market for 10 major appliances, has been published by the **Bureau of Advertising**, American Newspaper Publishers Assn. #

Spiegel Catalog Features 'Name the Twins' Contest

A "Name the Twins" contest is featured in the 96th anniversary sale catalog, just published by Spiegel Inc., Chicago, mail order house. Pictures of the twins will be used to promote Spiegel's budget power credit plan. First prize will be a 15 day European vacation for two, plus a cash award equal to 200 times the customer's order, with a $25,000 limit. Each entry must be accompanied by an order for merchandise from Spiegel. The amount of the order determines the amount of cash winnings for the first five prizes.

de Garmo Adds Account

The National Tourist Board of Colombia has appointed de Garmo Inc., New York, to handle its advertising. The previous agency is Potts-Woodbury, Kansas City, which dropped the account after losing Braniff International Airways to Cunningham & Walsh.

SALES & TRAINING KITS

BY

RAPID ART

Six or 6,000—next time you need sales or training kits, call RAPID ART!

Whether you sell apples on Allen Street or Movies on Madison Avenue, at RAPID ART skilled designers, bookbinders, typographers, silk screen artists, etc.—all working under one roof—custom design sales and training kits that will give you maximum results at minimum cost.

CALL: **MU 3-8215**

6

FULLY-EQUIPPED DEPARTMENTS

■ COPY & DESIGN ■ SILK SCREEN ■ ART & PRODUCTION ■ TYPE & LETTERPRESS ■ BOOKBINDING ■ DISPLAYS & EXHIBITS

RAPID ART SERVICE INC.

304 EAST 45 ST NY 17

MORE THAN 33 HOURS of LOCAL programming EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

WOC TV channel 6

PRESIDENT Col. R. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL

PETERS-GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

PRE-PUBLICATION OFFER!

Get Rosser Reeves'...

"REALITY IN ADVERTISING"

Absolutely FREE!

THIS FABULOUS BOOK *(not scheduled to go on sale until April 17th)*

1. Landed a $12,000,000 account for Ted Bates & Co.
2. Reveals the secrets of the magic selling formula...U.S.P.
3. Lets you in on the thinking of one of the great creators of advertising of all time...Rosser Reeves.

ONLY THE M REPORT BRINGS YOU This Special Pre-Publication Offer!

Key Executives of These Companies Subscribe to The M Report

American Home Products
Polaroid
Procter & Gamble
Lever Bros.
Gillette Safety Razor
National Cash Register Co.
Metropolitan Life Insurance Co.
Philip Morris
Fleischmann
Seagram
Schenley Industries
Pepsi-Cola
Kraft Foods
Nestle Co.
Borden Co.
General Foods Corp.
Firestone
B. F. Goodrich
General Tire & Rubber Co.
U. S. Tire & Rubber Co.
Remington Rand
Royal McBee Co.
Libby McNeil
Corning Glass
General Motors
Chrysler Corp.
Ford
Union Carbide
Olin Mathieson
Dow Chemical
Sunbeam
American Machine & Foundry
Westinghouse
General Electric
Sylvania Electric
IBM
Jerrold Electronics
Harvard Business Review
Look Magazine
U. S. News & World Report
Time
Sports Illustrated
Life
Curtis Publishing Company
Reader's Digest
Bill Bros.
Good Housekeeping
Benton & Bowles
McCann Erickson
J. Walter Thompson
Young & Rubicam
Ogilvy, Benson & Mather
Lennen & Newell
Ted Bates & Co.
BBD & O
SSC & B
Dancer Fitzgerald & Sample
Tatham-Laird
Walter Dorwin-Teague
Association of National Advertisers
Bureau of Advertising
A. C. Nielsen Co.
Market Research Corp.
R. L. Polk Co.
National Industrial Conference Board
Elmo Roper
Lippincott & Marguiles
Mead Corp.
Johnson & Johnson
Bristol-Myers
Chesebrough-Ponds
Colgate-Palmolive Company
Indiana Bell Telephone Co.
Bell Telephone Co.
Con Edison
RCA Electronic Tube Co.
Chase Manhattan Bank
Manufacturers Trust Co.

The M Report has already proved invaluable to leading companies throughout the U. S.--even though this weekly marketing digest is only 9 months old. To introduce you to this remarkable digest of important marketing news The M Report has arranged to bring you ROSSER REEVES' "Reality in Advertising" absolutely free before it is available anywhere else.

For only 58¢ per week you, too, can now keep up to date on marketing news that is vital to your business. Start getting this essential information every Monday, and have your valuable copy of "Reality in Advertising" before it is even published.

SPECIAL LIMITED OFFER FOR CORPORATE MARKETING EXECUTIVES

Save money and get FREE copies of *Reality in Advertising.* Check coupon if you want information on big reductions for group subscriptions and how to get "Reality in Advertising" FREE for all your executives.

SEND COUPON NOW!

THE BRAGLEY PUBLISHING CORP.
41 East 42nd Street, New York 17, N. Y.

Please send my FREE copy of Rosser Reeves "Reality in Advertising" at once and enter my subscription to The M Report at Special Charter rate of $30 per year (saves $6 over regular yearly rate).

Name_____ Title_____

Company_____

Street_____ City_____ Zone____ State_____

☐ Please send me information on how I can make big savings on group subscriptions and get free copies of Reality in Advertising for my people.

'L.A. Mirror' Drops Its 'Shopping News'

LOS ANGELES, March 21—The *Los Angeles Mirror* last week discontinued publication of its free-distribution *Los Angeles Mirror Shopping News*, which was started Feb. 2 (AA, Dec. 26, '60).

Arthur Laro, editor and publisher of the *Mirror*, said it became impossible to deliver the weekly shopper in some areas because local ordinances forbade it.

"The *Shopping News* was well received in its original 700,000 circulation area," Mr. Laro said, "but since it has become apparent that we can no longer guarantee a stabilized distribution area, we have decided to cease publication." =

FREE CRAYONS!

CRAYONS are a 'natural' as a give away or a self-liquidating premium. All children love to color, especially with these low cost, quality non-toxic crayons. We'll imprint your firm name on the crayon boxes.

Write Dept. 'A-1' on your letterhead for FREE Samples and details.

ADVANCE CRAYON & COLOR CORP.
36 Middleton St. • Brklyn 6, N. Y.

Ghio Joins Latin TV Net

Mario Ghio, formerly with Paramount Pictures as general manager in Central America and Ecuador, has joined the Central American Television network as sales coordinator, with headquarters in Panama City.

Nabisco Sets Records: Hails Ads as 'Key'

National Biscuit Co., New York, which had record net sales of $451,800,000 last year, an increase of $22,800,000, as well as a record income of $27,900,000, has credited "an improved marketing program" for much of the advance. "Consumer advertising," the company said in its annual report, "is a key part of our marketing effort.

"Consumers are becoming more selective in their buying, seeking better value and quality, both in products and in the service and convenience features of packaging," the report added. "No single advertising medium can do this job alone and in 1960 we used a wider variety of media to better advantage. There can be no letup in our attempts to focus attention on our products and to pre-sell consumers, so that they look for Nabisco packages in the stores."

Time Inc. Names Cabot Lodge

Henry Cabot Lodge has been appointed general consultant to *Time*, *Life* and *Fortune* in the international relations field. The former U. S. ambassador to the United Nations and unsuccessful candidate last fall for the Vice-presidency on the Republican ticket, "will work closely with editor-in-chief Henry R. Luce and *Time's* top management on a variety of missions of corporate concern in the U.S. and abroad," and will be "accessible to publishers and editors for advice."

OLD-TIME—*Early Times Distillery Co., Louisville, is using this point of sale display modeled after the C. P. Huntington, which went into service on the Central Pacific Railroad in 1864. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency for Early Times.*

Fairchild Camera, Warner Bros. Base Ads on Talent Hunt

SYOSSET, N. Y., March 21—Fairchild Camera & Instrument Corp. will use print and spot tv to promote its talent search contest, being conducted in conjunction with Warner Bros. Pictures for its forthcoming release, "Parrish." The contest, which will run April 1 through Aug. 31, was inspired by the picture's young stars, Troy Donahue, Connie Stevens, Diane McBain and Sharon Hugueny.

Anyone may enter by submitting 50' to 100' of Fairchild's Cinephonic sound color film displaying the contestant's performing talent. First prize will be a 10-week Warner Bros. contract and guaranteed movie or tv appearance. Second and third prizes will be trips to Hollywood and appearances in a Warner Bros. tv production. Another 22 contestants will win "Cinephonic 8" cameras and projectors.

■ Fairchild will advertise the competition with page ads in the April 16 magazine supplements of the First Three Markets Group (*Chicago Tribune*, *New York News* and *Philadelphia Inquirer*), plus the *Los Angeles Times*. Page ads also will be run in May issues of *Life* and *Seventeen* and in an early June issue of *Look*. From June through early August, Fairchild will use spot tv minutes in about 40 markets. Spot radio also will be used.

Fairchild's agency is Geer, DuBois & Co. Warner Bros. will promote the contest in movie theater trailers, theater displays and posters. =

Storm Adds Hazel Inc.: Names Richter Art Director

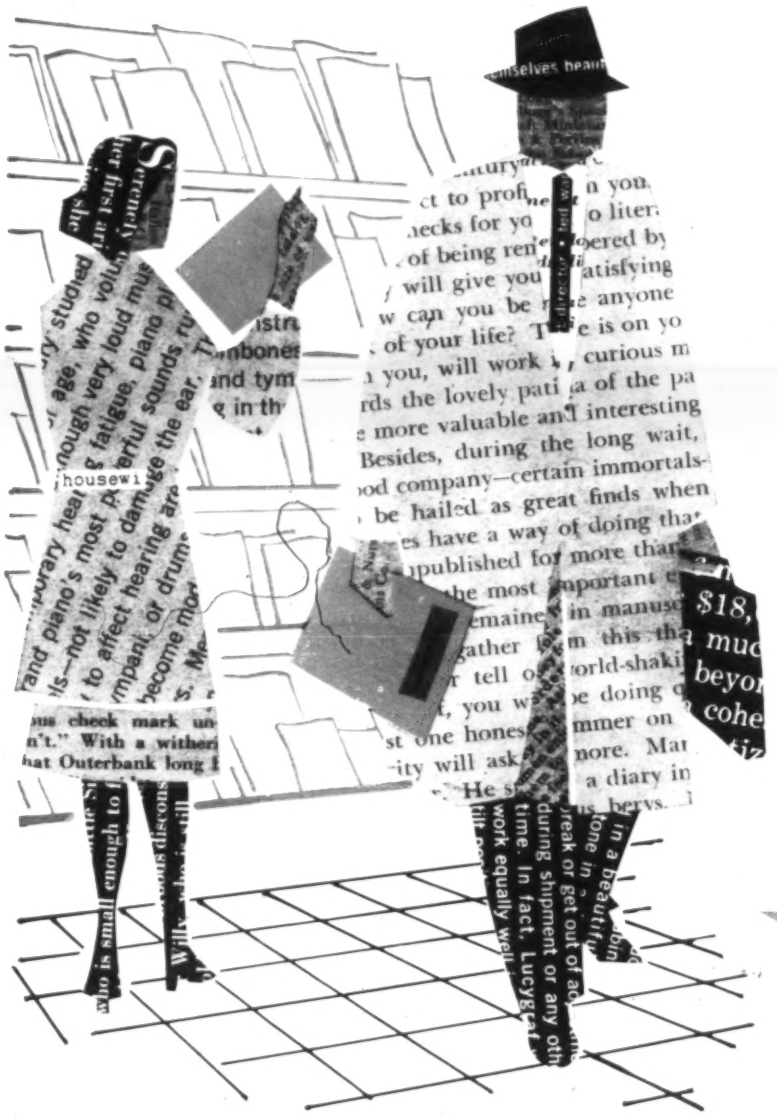
Hazel Inc., Washington, Mo., manufacturer of loose-leaf binders for government record-keeping, and its subsidiary, Hazel-Vinyl Products, manufacturer of advertising specialty items, has appointed Storm Advertising Co., St. Louis, to handle its advertising.

At the same time, James K. Richter has joined Storm as art director. Mr. Richter was formerly with Art Services Inc., St. Louis art studio, where he was president.

Help-Wanted Ads Decrease

Help-wanted ad counts in February dropped sharply from the previous month and from the same month in 1960, according to the monthly Help Wanted Trend Report, produced by B. K. Davis & Bro. Advertising Service, Philadelphia. Total ad count in key labor markets last month totaled 534,748, down from the 636,946 of January and from 723,627 of February, 1960.

What is your magazine audience for a series of issues?



Per-issue magazine audience, like circulation, is a primary bench-mark for advertising decision-making . . . but it's only part of the story.

In addition, you need to know how many *different* families the magazine reaches with a *series* of issues. And the number of issues read per family.

Such information is basic in the appraisal of magazines as vehicles for your sales messages. And the only way to get it is to measure the audience reached by a *series* of issues . . . *in the same homes.*

That's exactly what Nielsen Media Service does. It measures the *accumulated* audience of a magazine, separately or in combination with other magazines . . . and determines the average number of issues seen per family.

And NMS does this . . . for the first time . . . on a continuing basis . . . using industry-accepted techniques . . . for subscribing agencies, advertisers, and publishers.

☆ ☆ ☆

Parallel data for television audiences based on the same homes are available for those interested in combined magazine/tv audiences.

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020
CHICAGO 45, ILLINOIS
2101 Howard St., HOllycourt 5-4400
MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700

NMS
NIELSEN MEDIA SERVICE

Nielsen Media Service
providing actionable facts on magazine/tv audiences for marketing decisions

1205

A. C. Nielsen Company • 2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

the Pacific must flow in his veins

As complex as it is vast, as romantic as it is important, the Pacific invites oversimplification. To communicate its true meaning and fascination demands unusual talents and understanding. That is why Eugene Burdick writes for Holiday.

The man in our photograph grew up on the shores of the Pacific and earned a Navy Cross fighting for it. As a Rhodes scholar and University of California professor, he became an expert on the Pacific's role in global politics. He has lived in Hawaii and is building a South Sea island retreat. At 42, he takes quiet pride in his abilities as a skin diver, surfboarder and practitioner of the Tahitian hula.

Aboard a destroyer in the Pacific Burdick wrote his first short story. The Pacific is the background of his books, "The Ninth Wave" and "The Ugly American," and the subject of many of his Holiday articles. His 35,000-word "Journey Across the Pacific" keynoted the two issues Holiday devoted to the Pacific last fall that are now classics of magazine journalism. Eugene Burdick's sensuous portrait of San Francisco, America's gateway to the Pacific, is a highlight of the current Holiday.

A gifted novelist writing as a sensitive reporter is typically Holiday. The unique backgrounds and skills of distinguished contributors illuminate a whole world of people, places and pleasures. This inspires personal warm response from more than 900,000 intelligent, affluent families . . . a response upon which more and more advertisers are building sales. **HOLIDAY MAGAZINE**

UNIQUE INTERNATIONAL BLEND

El Paso, big 5th city of Texas, contains 750,950 consumers in southern New Mexico, West Texas, and Juarez . . . Old Mexico's 4th largest city. The Big 5th serves this huge trading area, which rates well within the nation's **TOP FIFTY MARKETS.** Sample the sales savor of this potent international blend! El Paso Broadcasters will give your sales a lift with 100-proof coverage, when you buy the Big 5th . . . El Paso, Texas.

EL PASO BROADCASTERS:

KELP-TV / KELP / KHEY

KINT / KIZZ / KROD-TV

KROD / KSET / KTSM-TV

KTSM / XEJ-TV

XEJ / XELO

FINAL PUSH—*Ted Cramer sits amid his agency team as they answer questions just before balloting.*

Music Hath Charms, Bennett Agency Finds, to Lure the Client's Account

Jingle Is Highlight Presentation That Won N. Carolina Business

By Lawrence Bernard

RALEIGH, March 22—What goes on when nine agencies spend ten hours in public solicitation of an account? Up for grabs was North Carolina's tourism and industrial development account, billing at least $750,000 over a two-year period. The business ultimately was awarded to Bennett-Advertising, of High Point, effective July 1 (AA, March 20).

A six-man advertising committee of the state Board of Conservation & Development voted on the agency pitches. The six saw slide presentations, copy and art campaigns, media schedules, Starch reports, copy analyses, motivation research, flipboards, easel mounts, photostats—the works.

No member of the voting committee was an adman. The chairman, a realtor and owner of tourist attractions, saw one of these attractions featured in a national color page proposed by one of the agencies. Other committee men included a wholesale lumber man, a textile executive, a lawyer, a brick manufacturer, and a tobacconist.

■ The committee had to handle a problem with political overtones. Ed Rankin, formerly private secretary to former Gov. Luther Hodges, now Secretary of Commerce, is with Ayer & Gillett, the present agency on the North Carolina account and a finalist in last week's solicitations. Bennett-Advertising, which finally won the account (it lost to Ayer & Gillett four years ago), handled radio and tv publicity in the election campaign of the new governor, Terry Sanford.

Several of the committee members, according to local observers, were named to the Conservation & Development Board by Luther Hodges. Two other men who played a role in swaying the final decision—the C&D director, Hargrove Bowles, and the assistant director, Roy Wilder—had helped in Gov. Sanford's campaign and were appointed by him.

■ One of the nine agencies, Stephen Goerl Associates, said it would not give a speculative presentation, because it would be against the rules of the American Assn. of Advertising Agencies, to which it belonged. All other agencies showed speculative work, including Four A's members: Bennett; Ayer & Gillett; Cargill, Wilson & Acree; and Hege, Middleton & Neal. The remaining agencies were Kastor, Hilton, Chesley, Clifford & Atherton; Harry Gianaris & Associates; Graem Yates Advertising; and Dorr M. Depew Advertising.

While the committee had no "pros," it was guided in its deliberations by Charles Parker, state advertising director. Mr. Parker's initial choice—Cargill, Wilson & Acree—didn't get a single vote on the first ballot. Ultimately, his comments played a major part in swinging the vote to Bennett.

■ Specific presentations, with the winner and runner-up first and the others in the order in which they were delivered (as drawn by lot) were as follows:

• **Bennett-Advertising:**

A four-man team hitched its wagon to a striking speaker, a catchy jingle, a media schedule with strong emphasis on radio ("No other state in the nation is using this medium")—and struck pay dirt.

Robert Tracy, vp, began by noting that 40 members of the agency "enjoy living in our state" and added: "On our physical property alone, I'm confident we pay more state taxes than any other agency you will hear today."

Account executive Ted Cramer, a polished speaker with much tv background, took the stand.

There has been considerable emphasis lately on new frontiers, new ideas and youth, he said. North Carolina requires a new symbol—the word "go" in a new logo. It needs to get at its travel target areas by reevaluating its present media and shifting heavily into broadcasting.

Most visitors to the state stay little more than a night and a day; they should be urged to stay on, he said.

The committee men had been listening to talk for nearly two straight hours and were slightly fatigued. They perked up visibly when Mr. Cramer's tape-recorded, well-orchestrated "musical commercial" filled the air. It sang the state's glories "from the mountain to the sea." The theme was "The urge is stronger to stay a little longer." He managed adeptly to play the commercial four times within the next 15 minutes.

■ He said the state's motion pictures would get better time spots on tv stations if they had advertising support. In fact, he said, "We think these [150 radio and 12 tv] stations [in the state] as a public service would take the commercials and play them for free." He thought a personality like Andy Griffith might be available as a narrator for some state films.

"We think North Carolina needs more dominance when it appears in the paper," Mr. Cramer said, and projected several print ads. Also on the screen appeared the agency's three offices, and Mr. Cramer said eight people would be assigned to the state account—if and when.

Finally, he proposed a series of outdoor signs alerting the traveler to a "special message" from the governor ten miles, then five miles, then one mile ahead. At the destination would be another outdoor sign, this one with a telephone which, when picked up, would play a recorded announce-

Ad Clinic #18

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Watch your grammar

SHERATON RESERVES ROOMS QUICK

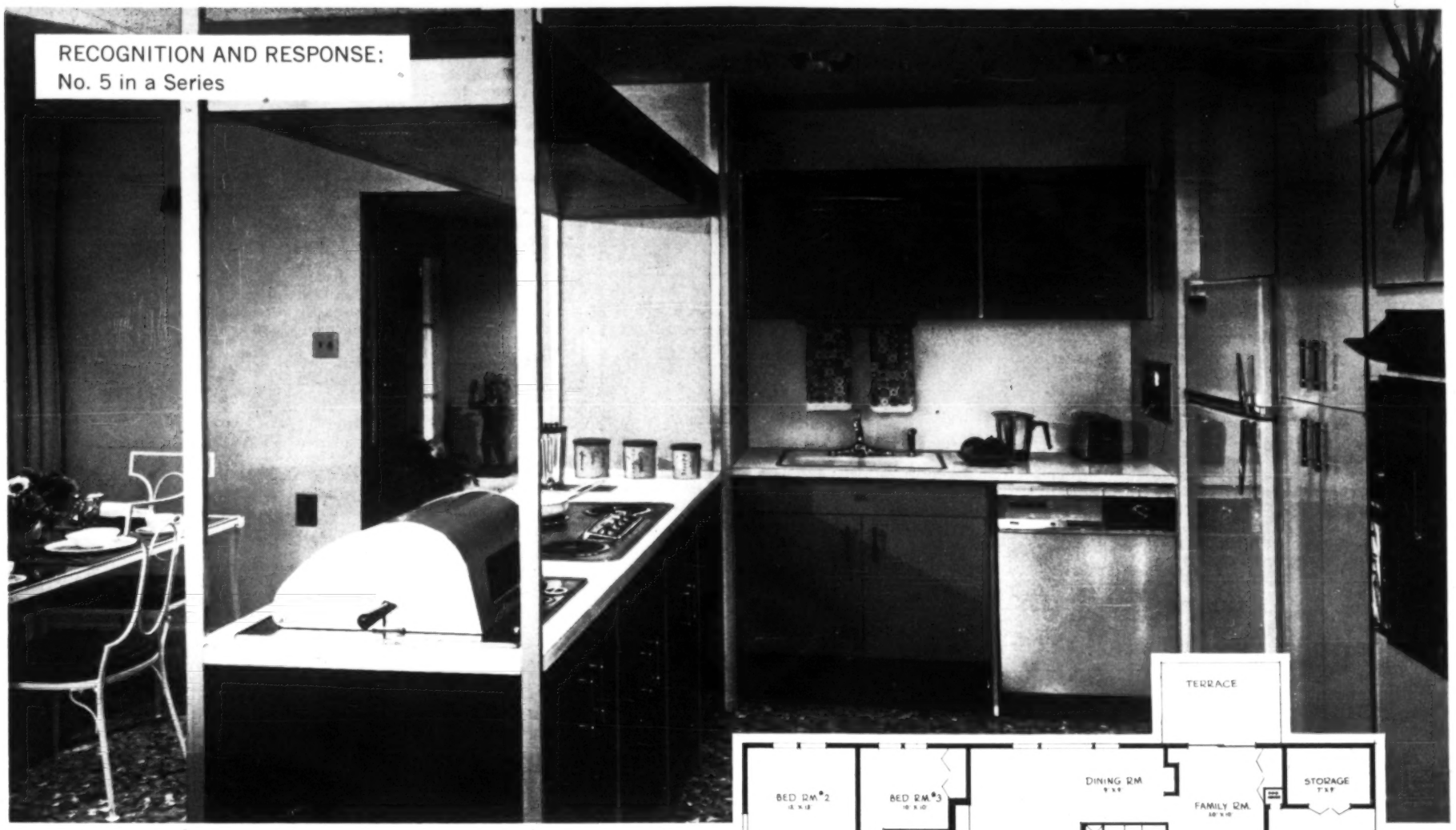
SHERATON HOTELS

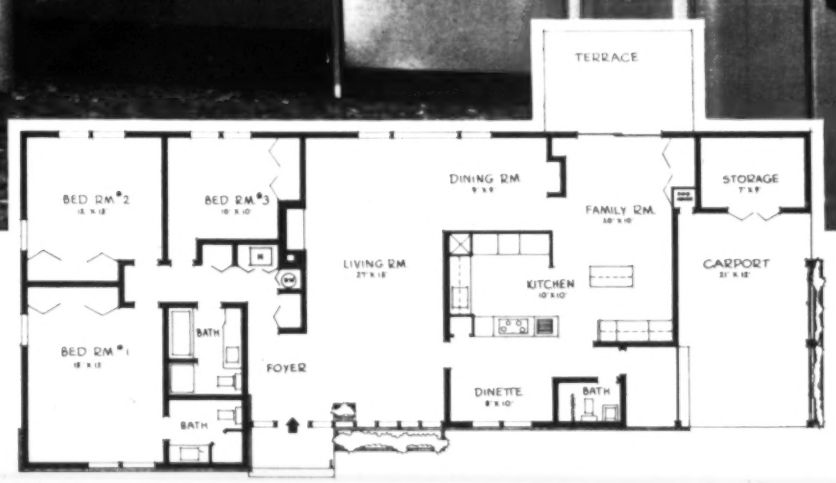
Here's a case of good headline spoiled by just one word.

Should be "quickly" instead of "quick."

We're both wrong. Should be "quickest." Actually, Sheraton makes and confirms hotel reservations anywhere — electronically — in *just 4 seconds* with its wonder machine, *RESERVATRON*. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how this ad pulls, send for free, 104-page booklet that's just chock-full of info on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #18, 470 Atlantic Ave., Boston, Massachusetts.**

TENSE MOMENT—*Tension shows on the faces of Hargrove Bowles Jr. (left) and Charles Parker as they count the ballots.*





"TODAY'S PERFECT HOUSE"

. . . another dramatic example of how

The American Weekly starts people talking

"...WE RECEIVED NEARLY 8,000 LETTERS WITHIN ONE WEEK AFTER PUBLICATION OF THIS AMERICAN WEEKLY ARTICLE!"

says Norman Ginsberg, President, National Design Center, Inc.

"TODAY'S PERFECT HOUSE" appeared in the January 22nd 1961 issue of The American Weekly. It pictured, in color, the rooms of an ideal house designed for an American family earning $7500. a year. The article mentioned in passing The National Design Center which planned and furnished the house jointly with the National Housing Center.

One week after this article appeared, nearly 8,000 inquiries from builders, architects, city managers, designers, decorators and the general public had swamped the National Design Center's offices. Norman Ginsberg, in commenting on this response, said: "Obviously, The American Weekly knows how Americans want to live—the tremendous reader response to 'Today's Perfect House' testifies to that!"

The American Weekly gets action because it speaks in terms people understand about things that concern them most. It is the pipeline to the heart of America—concentrating 86% of its circulation in the rich, decision-making "A" markets and contiguous counties.

BEST READ SUNDAY MAGAZINE

...and the most resultful

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY · BEST READ SUNDAY MAGAZINE · 65TH YEAR 1896 1961

ment on the virtues of North Carolina. Local chambers of commerce could tie-in with their own recorded messages, Mr. Cramer remarked, and closed his presentation.

■ Later in the day, after winning the account, he told AA that the Bennett agency bills somewhat over $2,000,000 and that its major accounts are probably Borden's regional dairy advertising and Sonoco regional.

• **Ayer & Gillett:**

Seven people trooped into the room from the incumbent—creative and art directors, media chief, pr consultant, agency president and account executive. President Lewis Ayer promptly introduced account executive Ed Rankin, who ran the rest of the show.

Mr. Rankin showed current agency advertising, mentioned the agency's "good local understanding" and moved on to the good color advertising ("we've stressed good photography") which produced 350,000 inquiries in two years, and the many successful industrial ads "all of which had high Starch ratings."

Using a slide projector, he spoke of publicity breaks the agency had received and the extra services it had rendered, and commented, "We have here all the advertising for the next quarter, if we should be so fortunate as to get the account."

Mr. Rankin said he thought there was a bright future for food processing in North Carolina and suggested a state tour for food processing executives, possibly accompanied by food editors. He wanted more emphasis on authentic fishing sports and showed an ad headlined, "Here's the latest news on trout fishing in North Carolina."

■ He suggested some Civil War centennial advertising to sell historic North Carolina and a "Things to do in North Carolina" series, aimed at, for example, honeymooners. A series of regional ads was proposed, such as "Spring comes early on the coast," to keep all state regional factions content.

"There's a very fierce war between the states" for tourists, travelers, industry and economic development, Mr. Rankin said. He demonstrated proposed ads, headlines and slogans. Among them: "Build your plant in North Carolina as low as $5 per foot" and "Good government is a habit in North Carolina."

Cramer Bowles Parker Morton

CONGRATULATIONS!—*A beaming Ted Cramer expresses appreciation to advertising committee chairman, Hugh M. Morton, a moment after Bennett-Advertising was awarded the account. Looking on are Hargrove Bowles Jr., director of the department of conservation and development, and Charles Parker, state advertising director.*

"To Ayer & Gillett this is not simply another account," Mr. Rankin concluded.

• **Cargill, Wilson & Acree:**

The agency had five representatives present, and the presentation was divided between Bob Wilson, exec vp, and President Jim Cargill. The program had three parts: An introduction to the agency and its personnel; examples of the work done in the past for clients; and a speculative presentation for the account.

Mr. Wilson said Cargill was "today the largest agency that has offices in North Carolina." Cargill was founded in Richmond in 1950 and had billings of about $60,000 that year. Mr. Wilson reported them at $1,400,000 in 1955 and better than $4,500,000 last year. The agency has about 35 clients and a staff of 46 and provides "service equal to anything that can be found anywhere in America."

Mr. Cargill showed consumer and industrial ads the agency has done for present clients and, in the industrial group, displayed Starch report scores comparing North Carolina advertising in *Business Week* unfavorably with ads for his clients in the same publication.

■ "We've got to be big, dramatic, creative, and we've got to stand out if we're going to do the job for North Carolina," he said, and suggested four-color pages for travel advertising.

He urged specific selling ("We don't say 'sport fishing,' we talk specifically about 'Game Fish Junction' ").

He displayed about six complete comprehensive ad layouts, with copy pages attached.

One ad called for the reader to mail a coupon from a North Carolina post office to receive a "Jolly Roger" flag by return mail. "It isn't flippant; it isn't gimmick; it's solid selling copy for North Carolina," he said.

Another four-color ad consisted of four coupons to be mailed in for a free "Jolly Roger" flag; a set of golf tees; one ticket to the Lost Colony pageant; a rhododendron.

"We feel that inquiries are strongly important," Mr. Cargill said, and referred to the cost-per-inquiry drop after this agency took over the Virginia state account, which it no longer has.

■ For industrial advertising, the agency began, as it had for tourist advertising, by stretching out a long line of competitive industrial development ads, this time from one issue of *Business Week*, and then outlined its own theme: "North Carolina issues a factual invitation to industry."

A broad media schedule was then outlined, embracing 26 magazines, including several regional editions, plus campaigns in bridal magazines and automotive papers. "These are large, timely ads, not divided in a lot of dribbles and no torrents," said the agency.

• **Dorr M. Depew Advertising:**

Mr. Depew began by distributing personal miniatures of the flip-board demonstration he was about to discuss. Assisting him was the agency's Raleigh office manager, Ben F. Park.

An ex-New Yorker "sold on the South for 22 years," he outlined current agency activity; showed his industrial proposals (one headlined "North Carolina added $2,500 to our income," based on cheaper living expenses) and moved on to tourism. "Go back 380 years tonight," said a Lost Colony pageant ad.

"I don't make any pretense of offering a comprehensive media budget," he declared, but added that 85% of the tourist budget should go to six or seven major media, including regional editions of *Life* and the biggest newspapers in cities where the most North Carolina tourists come from. He also thought there should be five major industrial books and occasional tv spots.

Mr. Park, with a pr background, proposed increased emphasis on pr, including an eight-point plan of action including the premise that "North Carolinians themselves can become very effective salesmen for the state." He suggested a one-day advertising seminar, attended by 1,000 state people, to help them do a better job of selling their own companies and, at the same time, North Carolina.

Mr. Depew, in closing, commented there would be virtually no additional charges from this agency for services he said others "might" charge for.

DUKE AD—*Graem Yates, head of Graem Yates Advertising, Charlotte, wanted to inspire local initiative, as in this Duke of Durham ad.*

• **Graem Yates Advertising:**

Youthful Graem Yates gave a solo performance. Shortest of the day, it ran about 15 minutes.

He said he started business with a borrowed $500 and some of his early accounts, billing $2,000-$3,000, are now in the $60,000 bracket. He suggested a media split of 40% travel, 40% industrial development and 20% to a new field "which I'll get to later."

He displayed print ads and read some of the copy. One headline was, "Set sail to North Carolina." An industrial ad was headed, "North Carolinians are a proud people."

Then Mr. Yates said: "I think the greatest resources we have in North Carolina are the minds of our people." He wanted to reach these people with a series of two-color pages in state dailies "to inspire them to get out and do something and develop industry from within." He showed a "Duke of Durham" ad which discussed the tobacco king and his achievements; a Mark Twain ad, and another demonstrating that North Carolina is no longer a Rip Van Winkle state.

PRESENTATION—*Bob Wilson, Cargill, Wilson & Acree, makes his presentation.*

• **Stephen Goerl Associates:**

Mr. Goerl made three points: The agency's specialized background and experience; its grasp of North Carolina problems and potentials; its unusual ability to cope with these problems.

He outlined his extensive travel and industrial promotion background, including his position as Hungarian government commissioner to the 1939 New York World's Fair, his postwar German government promotion, as well as Trinidad and Tobago activities and his role in bringing foreign industry to the U.S.

Like several speakers before and after, Tom Turner, secretary of the agency, analyzed current state advertising, aided by slide-projected montages. He charged that most ads advocated 18 major benefits, "a sweeping range, the hit-and-miss shotgun approach" and, like many other speakers during the day, he advocated rifle-shot technique. "We must concentrate on a few thousand executives in special industry groups"—chemical, electrical and food fields—he said.

■ He was the first speaker of the day to touch on motivation research—which he did in depth. He said it has shown that much importance is attached to travel souvenirs, childhood memories and photographs. He showed "highly read" ads using these concepts.

He reported that business group travel is "the fastest growing segment of the travel industry" and said that to ignore them "may be costly."

He discussed reasons for using a New York-based agency, citing the city's importance as a commercial, communications and research center and its "almost overwhelming concentration of creative advertising talent."

• **Hege, Middleton & Neal:**

Jerry Conrad said the agency had asked new business men why they came to North Carolina and had found that the largest factor was the "enthusiasm" of the state in going after business. "This vitality should be the central theme" in state advertising, he said.

More than half a dozen ads were shown and copy read. One headline was "North Carolina on the move." Another, "Lead, follow or step aside." Specific advantages, such as manpower and transportation, were stressed in others.

For travel promotion, state highway patrolmen were described as "potential ambassadors" and their use was proposed. One consumer color page was built around a photo quiz; another showed the reverse side of a picture postcard mailed home from North Carolina.

■ The addition of the slogan, "On the move," was suggested for the top of state license plate. "Drive Safely" is the current slogan.

Mr. Middleton removed his

(Continued on Page 70)

Murray Harden Ayer Rankin

THE LOSERS—*Ed Rankin, of Ayer & Gillett, discusses a proposed industrial ad ("Build your plant in North Carolina as low as $5 per square foot"). Listening are Lewis Ayer, agency president; John Harden and David Murray, of John Harden Associates, pr counsel.*

KEY MAN: The mainspring of advertising is still the mind with the selling idea.

YOUNG & RUBICAM, INC., NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • TORONTO • MONTREAL • MEXICO CITY • SAN JUAN • CARACAS • LONDON • FRANKFURT • GENEVA

WHICH AD PROVIDES BETTER SUPPORT FOR ELECTRONIC DISTRIBUTORS?

A **B** **C**

Ad "A" lists all of the firm's distributors below the product message.

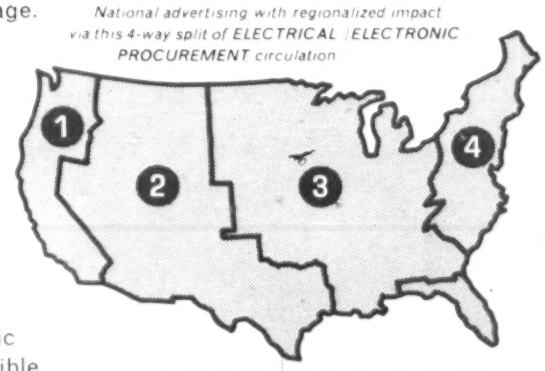
Ad "B" lists only those distributors in *one* of the four national geographical regions, permitting larger distributors logos for greater impact.

Ad "C" again lists only those distributors in a particular region. But in this ad, space gained is utilized to obtain greater dominance for the product message. Distributor listings are again fewer, more dominant than in Ad "A."

ANSWER: Ads "B" and "C" provide better support for electronic distributors. These ads utilize a circulation split that makes possible *pinpointed regional advertising impact.*

Only ELECTRICAL/ELECTRONIC PROCUREMENT offers low-cost *national advertising with regionalized impact* in each of the major U. S. regional markets. For full details, write or wire Dept. E/EP-1, ELECTRICAL/ELECTRONIC PROCUREMENT, Englewood, Colorado.

National advertising with regionalized impact via this 4-way split of ELECTRICAL/ELECTRONIC PROCUREMENT circulation



ELECTRICAL/ELECTRONIC PROCUREMENT

... The only publication serving exclusively the men who approve and select source in the electronic OEM.

Rogers Publishing Company

A SUBSIDIARY OF CAHNERS PUBLISHING COMPANY, INC.

BOSTON • NEW YORK • PHILADELPHIA • PITTSBURGH • CLEVELAND • DETROIT • CHICAGO • DENVER • LOS ANGELES

North Carolina Account . .

glasses, deliberately leaned forward, and said slowly, "Gentlemen, we are North Carolinians, and we are very much interested in selling our state."

In closing he remarked, "We are competing with some giants in the industry," and proceeded to distribute to the delighted committee members slingshots which had a tag on them, "We slay giants."

• **Harry Gianaris & Associates:** Mr. Gianaris took "23 minutes and 45 seconds" of his allotted half-hour for a tape recorded slide representation called "Task Force '61," narrated by him.

It discussed immediate and long-range (three to five years) objectives, touched on "continuing research"; concentrated heavily on media recommendations "aimed for top decision makers" (*Forbes* is "the up and coming competitor" to *Business Week*, he said; the *Reader's Digest* "a bit of Americana") and was the second agency to urge use of radio ("Magazines soften the target, radio knocks it off").

Two melodies, written by New Yorker Phil Davis, were played. "You name it friend, North Carolina's got it," sang one. "The mountains and beaches are waiting for you in beautiful North Carolina" went the second. The committee perked up again as the jaunty tunes were played. Some tapped out the melodies on a table.

"Call the governor collect" was one suggestion for the industrial ad program.

Mr. Gianaris took the closing minutes to introduce personally Mr. Davis and Donald E. Leonard, vp and director of media at Fuller & Smith & Ross, who, he said, prepared the detailed media program.

Mr. Leonard told AA later that he was on a retainer with the South Carolina agency.

• **Kastor, Hilton, Chesley, Clifford & Atherton:** Last solicitation of the day was made by Peter Hilton, president, and Lloyd Whitebrook, exec vp. It was a strong sell for the big agency ("It behooves you to reach out for the best talent and the most experience, in your competition").

Mr. Hilton spoke of his agency's $20,000,000 billings and 139-man staff and urged a three-part program to (1) locate in North Carolina, (2) expand in North Carolina, and (3) visit for pleasure and retirement.

Mr. Whitebrook suggested the committee base its decision on experience with similar accounts, personnel, service facilities and research ability. He described in detail the agency's work for the state of Pennsylvania from 1956 to 1960, "which became the outstanding industrial development campaign in the U.S."

The agency asked that its specific campaign recommendations and speculative ads be kept off-the-record on the ground that, if selected, Kastor, Hilton would use these ads and did not wish to tip its hand to competitors. The request was granted.

In closing, it was pointed out that six states find it profitable to go outside their borders for agencies. "Significantly," South Carolina, "your neighbor to the south," picked "probably the largest agency in the world," McCann-Marschalk division of Interpublic Inc.

Launch Kikkoman Soy Sauce

Kikkoman International, importer of Kikkoman soy sauce from Japan, has launched a campaign in the metropolitan New York area, using 480 and 280-line insertions in 15 newspapers. Ads feature a 16¢ coupon offer. Gotham-Vladimir Advertising is the agency.

LEADERSHIP IN ACTION

Results for Advertisers

In an era when competition is so stiff it crackles ...when the squeeze is on profits, and waste is a luxury *no* one can afford...when advertising *must* produce sales . . . statements like these can be a beacon pointing the way for the alert marketer:

"Dealers tell us our LOOK ad for typewriters brought more customers into their stores than any other ad we ever ran."—Remington Rand.

"We introduced our new watches exclusively in LOOK and our sales shot up so far we had to increase our production force 35 per cent."—Elgin National Watch Co.

"Running more Norelco shaver advertising in LOOK than in any other magazine in the past seven years, we boosted sales by over 300 per cent and increased our share of market by over 80 per cent."—North American Philips Co., Inc.

"Again and again, dealers tell us about customer requests for specific floor patterns after these patterns are advertised in LOOK."—Kentile, Inc.

"We introduced the Varaflame in LOOK and in less than 18 months it became America's top-selling lighter above the low-priced field."—Ronson Corp.

"Our campaign, exclusive in LOOK, was the key factor in the sellout of our entire crop of frozen boysenberry juice."—Knott's Berry Farm.

"Our first LOOK ad paid for itself 100 times over in record-breaking mattress sales, with volume up 100 per cent."—Slumberland Products Co.

"On the strength of our first Brioschi Antacid ad in LOOK, we opened a new chain outlet which has taken on huge inventories of Brioschi."—Ceribelli & Co.

"Our Steero Bouillon sales increase during the first month of LOOK advertising was more than double our normal rate of growth."—American Kitchen Products Co.

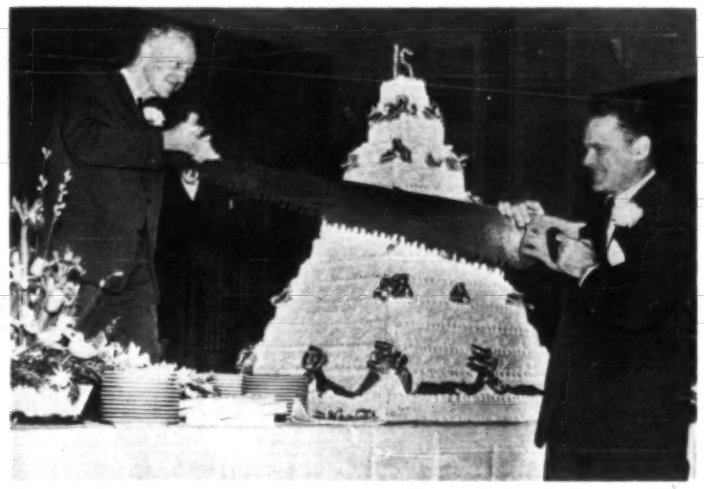
"Our second LOOK ad for our houses produced over 6,000 responses in six weeks, and we're still getting 15 to 20 a week—six months after the ad ran."—Arbor Homes.

Big companies and small. Hard goods and soft. National markets and regional. Whatever the product or service, wherever it's sold, LOOK plays an important part in making the sale. LOOK's documented ability to produce sales – actual, measurable, cash-in-the-register sales – is one reason why more and more advertisers are turning to LOOK . . . why LOOK, in the past year, gained more advertising revenue than any other magazine in America.

LOOK

The Exciting Story of People – 25th Year of Publication

PHOTOGRAPHIC REVIEW



15th ANNIVERSARY—*J. Kenneth Laird (left) and Arthur E. Tatham, president and board chairman respectively of Tatham-Laird Inc., Chicago, go to work with a bucksaw to cut their 15-layer cake, symbolic of the agency's 15th anniversary. The agency, which currently is billing $34,500,000, celebrated the event with a party for 200 Chicago employes in the Chicago Athletic Club.*

HEAD START—*Ralston Purina offers a $2,000 life insurance policy to 50 youngsters in a contest running from April 3 to July 15 and promoted on three ABC-TV network shows. Agency is Guild, Bascom & Bonfigli.*

Beyer Tangdelius Freitag Harvey

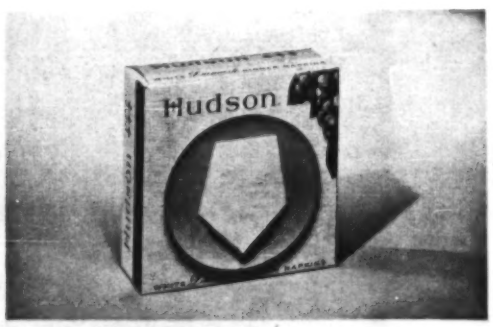
HORSEY ADMEN—*Admen doing a little horse-trading with Red Beyer, Plano, Ill., horse trainer, are Jan Tangdelius, president, Fulton Morrissey Co., Chicago agency; Wayne Freitag, ad manager, Farm & Cycle tires, Goodyear Tire & Rubber; and Fred Harvey, of Goodyear's ad department. The horse Goodyear is purchasing will be given as a prize in a nationwide farm tire promotion. It will be advertised in Farm Progress, a dealer-sponsored magazine mailed to farmers.*

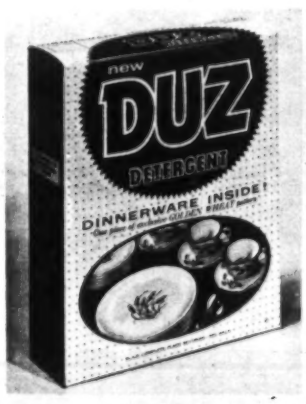
Mrs. Calhoun Mrs. Bruner Bruner Calhoun

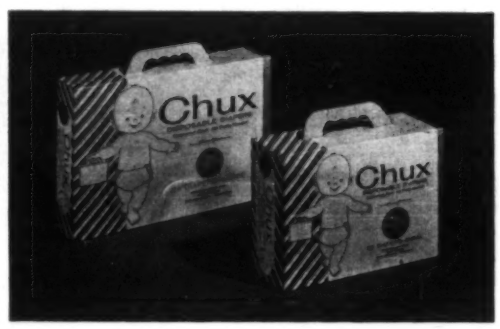
Duncan Veckly

Lindley Lange Mrs. Nolte Nolte Mrs. Willis Willis

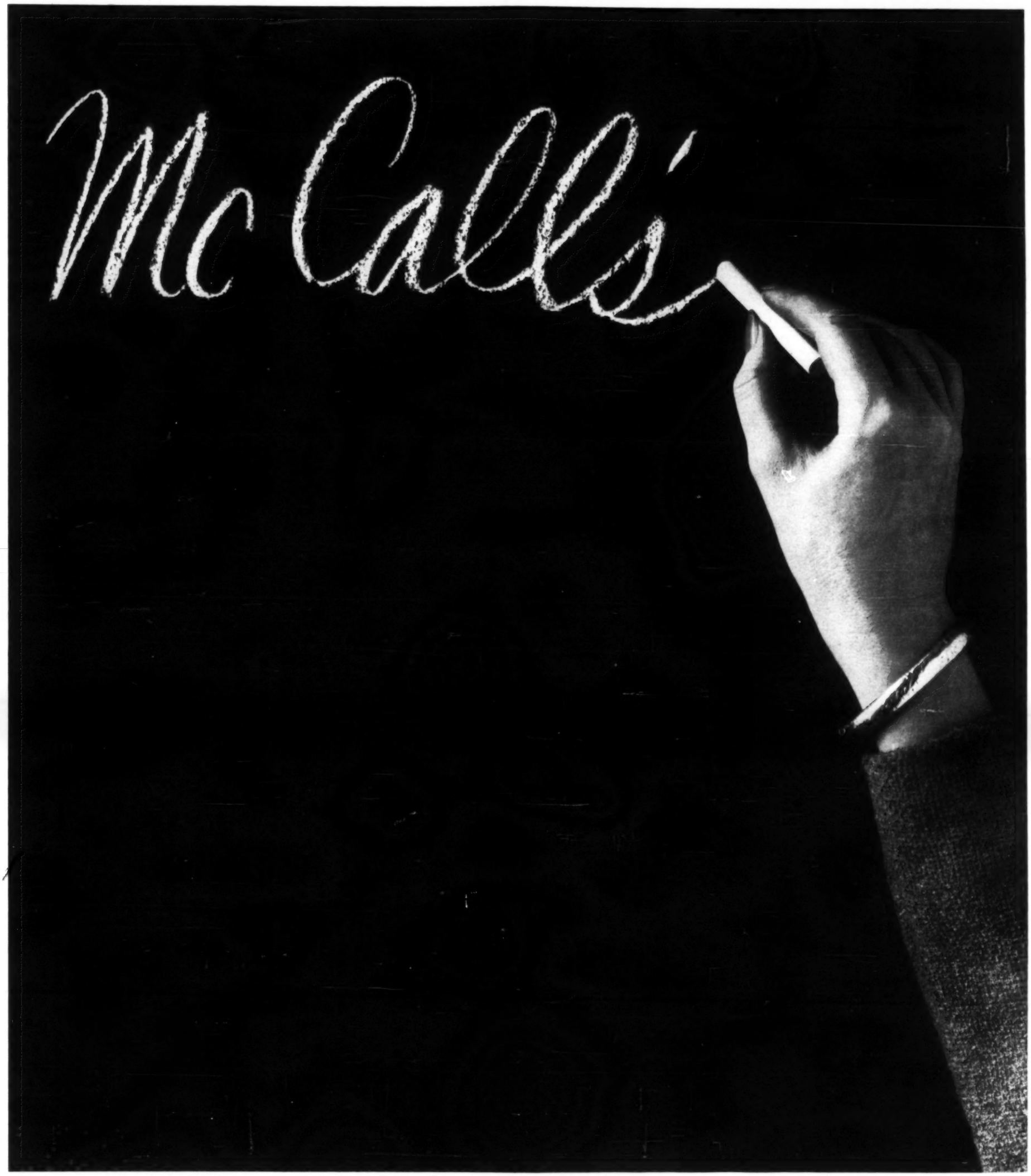
WESTERN ANA—*Present at the western meeting of the Assn. of National Advertisers were Mr. and Mrs. Dennis Bruner, Diamond Walnut Growers; Mr. and Mrs. William Calhoun, McCann-Erickson; R. T. Duncan, Bank of America; John Veckly, U. S. Steel Corp., Ernest K. Lindley, Newsweek; Harry R. Lange, Cutter Laboratories (Messrs. Veckly, Lindley and Lange were program speakers); Mr. and Mrs. Larry Nolte, Batten, Barton, Durstine & Osborn; and Mr. and Mrs. Paul Willis, Carnation Co.*







BEST CARTONS—*Among the 100 best cartons in the 1961 Folding Carton Competition sponsored by the Folding Paper Box Assn. of America and announced at the association's annual meeting in Chicago were: In the superiority of construction category: The rack of vitamins for Topco & Associates, Chicago. Boxmaker: Weyerhaeuser Co., Chicago. Designer: Topco and Benolken, Douglas, Minnick, Chicago. In the technical superiority of printing category: The paper napkin box for Hudson Pulp & Paper Corp., New York. Boxmaker: Berles Carton Co., Paterson, N.J. Designer: Hudson and Grey Advertising, New York. For Riegel Textile Corp., Johnston, S.C., a pillowcases carton. Boxmaker: Weyerhaeuser Southern Corp., Charlotte, N.C. Designer: Otto Haas of Weyerhaeuser. For Procter & Gamble, the box of Duz detergent. Boxmaker: Chicago Carton Co. Designer: P&G. In the potential new use category: Compressed disposable diapers box for Chicopee Mfg. Corp., Milltown, N.J. Boxmaker: Robertson Paper Box Co., Montville, Conn. Designer: Lennen & Newell, New York. Light bulb packages for Sylvania Electric Products, Salem, Mass. Boxmaker: Robertson Paper Box Co.; Designer: Lippincott & Margulies, New York. In the general merchandising superiority category: Carton of Spring Rain water softener for Tidy House Products, Shenandoah, Ia. Boxmaker: Container Corp. of America, Chicago. Designer: Carl Strobe of Tidy House. For Ekco Products Co., Chicago, a package of kitchen utensils. Boxmaker: F. M. Howell & Co., Elmira, N.C. Designer: Ekco. A total of 1,284 entries were submitted to the competition, compared to 1,209 last year.*



Our line is publishing. By any test for size, McCall's today is the largest women's magazine. It gives women more to read, more to think about with more total editorial lines than any other magazine in the women's field.

What's My Linage?

1960 TOTALS			
	Editorial Text Lines	Editorial Illustration Lines	Total Editorial Lines
McCALL'S	522,735	398,098	920,833
LHJ	478,493	246,489	724,982
GH	439,254	234,292	673,546

SOURCE: SPECIAL TABULATIONS FROM LLOYD H. HALL CO.

But size alone is not the only measure of its leadership. The most informative and exciting, the most inspiring and inviting magazine that women have ever had offered to them is McCall's: First Magazine For Women.

Hotel Has Own Market Data—the Register . . .

Needham & Grohmann, Specialist in Hotel-Travel Ads, Marks 30th Year

Of 65 Accounts, 13 Have Been with Agency for Two Decades or More

By Robert K. Heady

NEW YORK, March 23—It was 22 years ago when the commanding brass at starchy, bright-buckled Staunton Military Academy, in the Shenandoah Valley of Virginia, signaled a young New York advertising agency, Needham & Grohmann, to handle its campaign to the nation's moms and small fry.

From Staunton's rank and file, a likely-looking cadet ("He had the face of a future West Pointer") was picked by agency partner H. Victor Grohmann, and the lad's photo soon appeared in all ads for the academy.

The cadet flunked out ("They had to throw him out. He turned out to be one of the worst students Staunton ever had"), but the ad is still running, and doing very well.

So is Needham & Grohmann.

In the past fortnight, high in its Rockefeller Plaza offices, the agency has been busy celebrating its 30th birthday. Vic Grohmann marked the start of the occasion by (1) handing out bonuses to employes (at $30 a year for her 29 years with N&G, one secretary collected $870 plus one-half month's salary); (2) issuing a thick, bookish 30-year calendar which reminded readers how long clients stick with the agency; and (3) having an interview with ADVERTISING AGE.

Amid New York's frenetic account switching, Mr. Grohmann calmly cranked out N&G statistics that would turn many an agency executive green: Of 65 active accounts, 45 have been with N&G for more than five years; 27 for at least 10 years; 21 for 15 years; and 13 for 20 years.

■ Not to be outdone, the 41 employes also have the Needham & Grohmann habit. Among those who anniversary-waltzed to the tune of the $24,000 bonus music were 14 executive staff members with five years' service or more; nine with ten years' service; and three who have been with N&G more than 25 years.

Mr. Grohmann didn't mind passing out the cash. "Harmony is the important thing, and we've got it here," he hummed.

One unusual thing about the agency is the presence in its account roster of a considerable number of clients in the hotel, travel, and resort fields. Some agencies shy away from clientele in these businesses, but for N&G, these clients account for nearly 50% of the agency's business (119 clients are hotels). They have brought the agency annual 15% rises in billings, which were $3,962,700 in 1960, including $257,700 in capitalized fees (AA, Feb. 27).

■ What's different about handling hotels?

"The people you deal with, for one thing," explained Mr. Grohmann. "They're unlike any others. They usually know nothing about advertising, have no ad manager, and you have to sell the basic ad concepts ahead of the campaign.

"They're tough, and they want the world. But," he added slyly, "you're always dealing with the top man." In turn, N&G limits client contact to its president and four vps.

"Besides, hotels provide the fastest and easiest market research known," said the ruddy, balding N&G president. "How many times can you get a complete list of all your customers, know where they're from, and how much they spend?"

■ Today, few would deny that, while Needham & Grohmann is quietly building client longevity in other fields (industrials, home furnishings, candy, and publishing), the N&G head is "Mr. Hotel" of the ad field. Moreover, last year Mr. Grohmann turned down more accounts (nine) than he solicited (three). "We don't start to make money with a client until he's been with us two years," he said.

Liquor, beer, and wine are N&G taboos (Mr. Grohmann neither drinks nor smokes), as are patent medicines and the electric belt and goiter-cure type of remedies. He abhors the word "huckster" and looks upon admen and women as occupying lawyer-like or banker-like roles. He is convinced most folks shudder when the term "brainstorm" is used.

"I agree with its principle, but it conjures up a bunch of crazy guys dreaming up wacky ideas," Mr. Grohmann told ADVERTISING AGE.

■ Apparently the Grohmann theory pays off for clients. Last year the 119 N&G-advertised hotels—in 28 countries—attracted 5,291,000 travelers to their aggregate 51,413 rooms.

At the same time, N&G hotel clients in Caracas and Cairo got package promotions including history-flavored logos, and vivid illustrative promotional materials that blanketed everything but their waiters' cummerbunds.

Any N&G clients, meanwhile, could check Sunday ad results on Monday—a kind of "instant research"—thanks to a Grohmann-inspired affiliate with its offices next door to the agency, Resort Presentation Service. The service, which took in $29,250 special fees in 1960, even books hotel reservations and answers inquiries.

■ Nonchalantly, Mr. Grohmann mentioned two names that have figured in N&G's success: Rockefeller and Hilton.

Hilton Hotel Corp.'s international chain, which was added in 1946, was impressed by the agency's earlier work for the Hilton-owned Hotel Plaza, in New York.

The history-conscious Rockefellers' pet project, the Williamsburg Restoration, in Virginia—perhaps one of the best known tourist lures in the U.S.—has been handled by the agency since 1938.

Williamsburg promotion hardly budged until after World War II, when the travel bug bit the nation. The first Williamsburg budget was an anemic $10,000. By January, 1948, the client had increased its spending a trifle to gain year 'round trade. That month, N&G-prepared ads began drawing more people to Williamsburg than it could handle.

Hearing the news, John D. Rockefeller Jr. rushed to Williamsburg and confronted Mr. Grohmann:

"Young man, I want all advertising stopped."

■ "I looked him straight in the eye," Mr. Grohmann related, "and asked him if he'd stop trying to see a Broadway show when the SRO sign went up. By coincidence, Mr. Rockefeller hadn't been able to get tickets to a show just the day before." The campaign was saved.

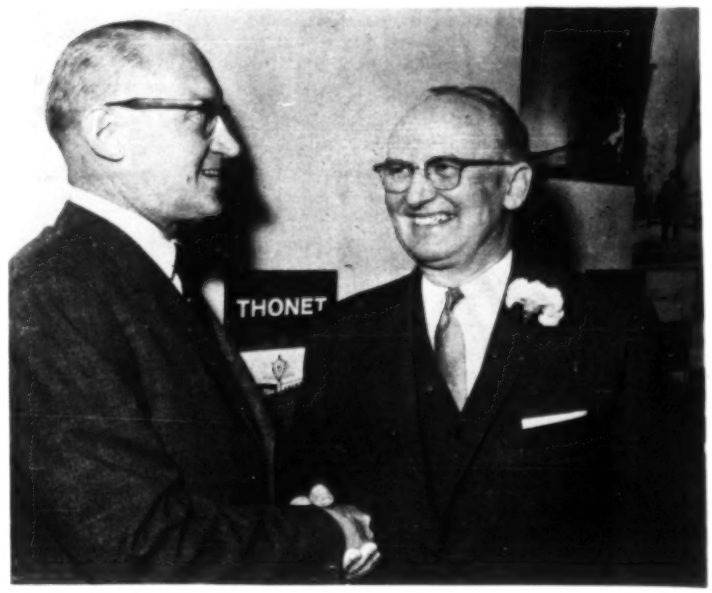
Today, the Williamsburg area attraction bills about $200,000 annually; the account's gross income has jumped from $2,343,000 to $7,744,000 since 1946; and N&G has helped triple the statistics for, among other things, hotel guest days, meals, and visitors (some 1,000,000 of whom arrive annually).

The secret, Mr. Grohmann said, is in building up a "backlog of desire" to see Williamsburg.

Hoopla is conspicuously absent in Williamsburg campaigns, as in most N&G client copy. The 1961 approach smacks of 1938 layout and wording. For example, WQXR, New York, good music radio station, has its late night classical offerings softly padded with Williamsburg underselling.

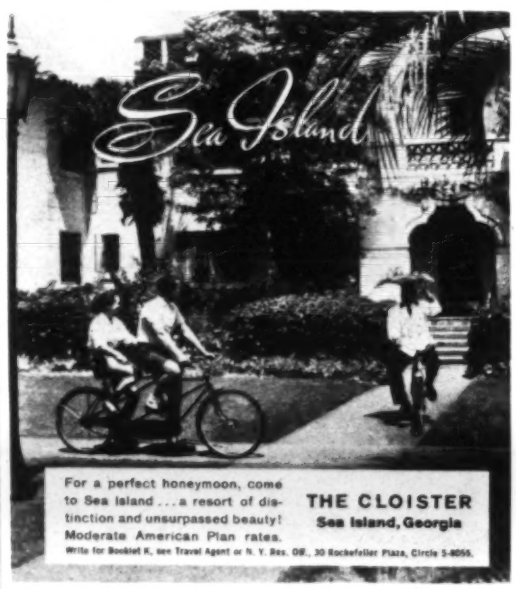
"Repetition builds reputation," says Mr. Grohmann, echoing the late Arthur Brisbane.

■ A hotel man himself, Mr. Grohmann earned a Cornell University degree in hotel administration, served as a bellhop in Altoona and Niagara Falls, then was assistant manager of the Walt Whitman, in Camden, before going to the Lexington, in New York, as assistant manager in 1929. As an adman he began his climb toward the room at the top during the depression. Together with William Needham, his former partner, who died in 1939, he landed an agency job in 1930. The two left, disenchanted, when they discovered the agency



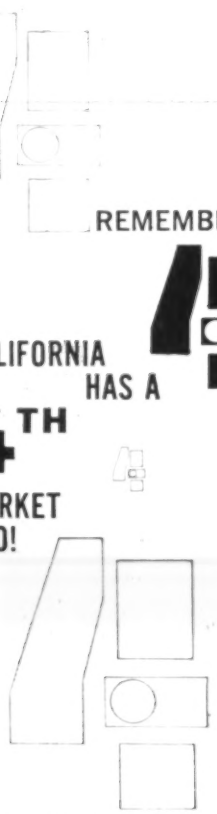
Gamble Grohmann

BIRTHDAY GREETING—*Frederic R. Gamble, Four A's president, congratulates H. Victor Grohmann, president of Needham & Grohmann, New York, as the agency hosted its 30th birthday celebration in Rockefeller Plaza.*


Sea Island
For a perfect honeymoon, come to Sea Island . . . a resort of distinction and unsurpassed beauty! Moderate American Plan rates.
Write for Booklet K, see Travel Agent or N. Y. Res. Off., 30 Rockefeller Plaza, Circle 5-8055.
THE CLOISTER
Sea Island, Georgia

29-YEAR HONEYMOON—*Marital bliss is as strong as ever among Needham & Grohmann and its two oldest clients, added in 1932. Both The Cloister, Sea Island, Ga., and The Inn, Buck Hill Falls, Pa., have become year 'round resorts via N&G-directed advertising.*

REMEMBER...
CALIFORNIA HAS A 4TH MARKET TOO!



Los Angeles, San Francisco, San Diego AND THE BILLION DOLLAR San Bernardino-Riverside-Ontario market . . . 27th in the nation! The San Bernardino SUN-TELEGRAM will wrap up the San Bernardino half of this vital market for you . . . effectively and without duplication. Retail sales in this exploding, growing, spending market are in excess of $900 million . . . greater than New Orleans, Toledo, Oklahoma City or Salt Lake City! San Bernardino is 62 miles from Los Angeles and less than ½ of 1% of the total circulation of the Los Angeles papers reach it. Hardly enough to even consider! So, when you think of California, think of the 4th largest market and the San Bernardino SUN-TELEGRAM!

San Bernardino
SUN-TELEGRAM
Represented Nationally By
Cresmer & Woodward, Inc.

WINSTON-SALEM IS REALLY GROWING PLACES
. . . all three places, in fact

METROPOLITAN AREA POPULATION UP 29% SINCE 1950
CITY POPULATION UP 26% SINCE 1950
OUTSIDE CITY POPULATION UP 33% SINCE 1950

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

. . . compared with 11.5% gain for the State of North Carolina. Current Winston-Salem Metropolitan Area population is 188,229 . . . as reported in 1960 Census.

WINSTON-SALEM JOURNAL AND SENTINEL
NATIONAL REP., KELLY-SMITH CO.

owners milking the business ("Those fellows must have taken $35,000 or more").

Shortly thereafter, Messrs. Needham and Grohmann went heavily in debt to finance their own agency. They hired a secretary and took on an artist, who donated his services, in part, for "the corn liquor Bill Needham used to tote in from Jersey."

For the first N&G client, the Croydon Hotel, New York, Mr. Needham beat the publicity drums, on the side, for free lodging. Partner Grohmann, meanwhile, schemed ways to pack the Croydon via 28-line ads. An off-the-cuff suggestion that the hotel run a private elevator—for guests with dogs—brought to N&G the Croydon counterpart of the croix de guerre. Pets and all, the account stayed for 15 years, till the hotel was sold.

■ By then, N&G was on its way. It had discounted every bill since opening day; debts were paid off; and across the threshold had come two of the agency's current—and oldest—resort area clients: the Cloister, at Sea Island, Ga., and the Inn, at Buck Hill Falls, Pa. Like all other resort clients N&G has promoted, the two were expanded from seasonal to year 'round success. The Stowe, Vt., area (winter skiing), another N&G account, obviously will pose new problems in this direction.

The Grohmann luck almost ran out recently when it was tapped to handle a much-trumpeted Manhattan hotel, and the agency invested $120,000 in advance promotion. The hotel never got past the hole-in-the-ground stage, and the agency barely managed to retrieve its money.

■ One development in the hotel advertising field in which Mr. Grohmann rejoices has been the decline and fall of the due bill.

Especially handy during the cash-scarce depression, due bills allowed media men free rooms and entertainment, while the advertiser got linage, or time, for free. Like other early hotel-oriented ad enterprises, N&G was caught up in due bill arrangements—often for as much as 30% of total billing.

"But not since World War II," stressed Mr. Grohmann, pointing to the due bill's relative demise since then. He added: "Hotels don't have the room surpluses now, and media aren't anxious." And it's a good thing; sometimes due bills got out of hand, when publications sold these "across the counter" to others who, in turn, discounted the bills, he indicated. "This undermined hotel rate structures," he said.

N&G's president attends all client openings ("In Turkey the wife and I set up furniture and beds for two days, and helped get the Istanbul Hilton together just in the nick of time before Conrad Hilton arrived"). Right now he is looking forward to visiting another Hilton venture, the Hawaiian Village, on Oahu—a short hop from client Rockefeller's resort now being built on the island of Hawaii.

■ Students at Cornell, where Mr. Grohmann has taught an advertising and business promotion summer course for 21 years ("I learn from them"), nudged him into an author's role. His "Advertising Terminology," now in its second printing, treats an ad lexicon ranging from "cartouche" to "carbro." N&G has dispensed more than 2,000 free copies to Four A's members and to colleges and universities.

Weekends, Mr. Grohmann roams between his Tenafly, N.J., home and a 420-acre ranch in Sussex City, N.J., where abide 100 Holsteins. So far, the Sussex ranch has produced untold quantities of milk and assisted in getting three accounts (molasses, a municipal planning board, and real estate). Away from ads and alfalfa, Mr. Grohmann is father and grandfather to three and two, respectively.

■ What does the future hold for advertising? More emphasis on packaging, predicted Mr. Grohmann (last year a client, National Biscuit Co., did $9,000,000 extra business via an N&G idea—wrapping four Nabisco premium saltines in cellophane for use by restaurants and others). "There'll be more stress on marketing and merchandising. And there'll be more governmental use of ad tools to meet its objectives," he added.

What's ahead for Needham & Grohmann?

"More harmony," suggested Mr. Grohmann.

And the melody lingers on. #

Golden Advertising Moves

Golden Advertising Agency has moved from Brooklyn to larger quarters at 1181 Broadway, New York.

Sheriffs Advertising Moves

Sheriffs Advertising, Claremont, Cal., has moved to new quarters at 900 E. Foothill Blvd.

THE LUBBOCK MARKET IS NEAR THE.....

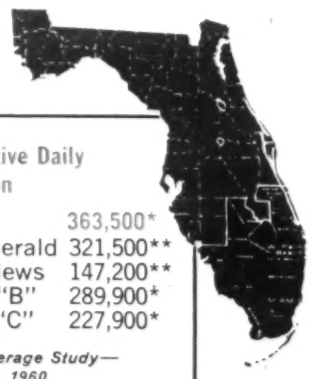
BILLION DOLLAR MARK

Individual Income in the 20 County South Plains Area Is $866,450,000

Authority EDITOR AND PUBLISHER'S 37th Annual Market Guide

LUBBOCK AVALANCHE JOURNAL

Lubbock, Texas



Comparative Daily Circulation

WTVJ	363,500*
Miami Herald	321,500**
Miami News	147,200**
Station "B"	289,900*
Station "C"	227,900*

*ARB Coverage Study—January 1, 1960

**Publisher's Statement—March 31, 1960

Not only does WTVJ outshine the other two television stations, but it reaches more homes than Miami's two newspapers, too! 13.1% more South Florida homes view WTVJ daily than read the area's largest newspaper... 147% more than the second newspaper. And 40.5% more homes watch WTVJ daily than the average of the other two Miami TV stations. If you haven't yet seen Profile III, check with your PGW Colonel right away—it's revealing!

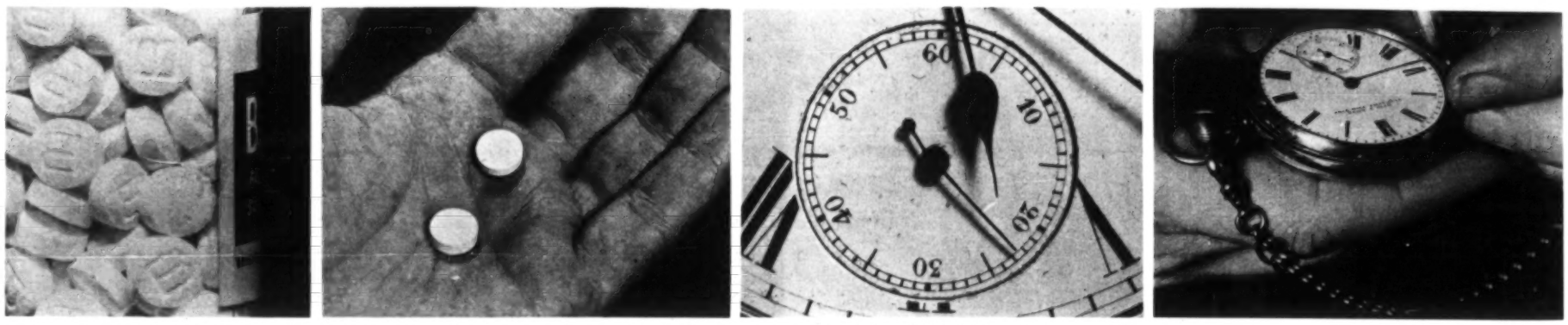
WTVJ CBS SOUTH FLORIDA

A Wometco Enterprises, Inc., Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)



TIMELY—*Stephen Frankfurt of Young & Rubicam earned a medal for his Bufferin tv commercial for Bristol-Myers.*

DDB, Y&R, 'Look' Share Top Honors in N.Y. Art Directors Competition

Jury Votes 10 Medals, 45 Merits, Gives Special Award to DDB's Krone

NEW YORK, March 21—Doyle Dane Bernbach shared top honors with Young & Rubicam and *Look* today at the New York Art Directors Club's annual exhibition of advertising and editorial art and design.

DDB ads continued to be the art directors' favorites, as they have for the past three years. Helmut Krone received a special award for his work on the Volkswagen campaign, plus a medal for a Volkswagen ad and a distinctive merit award for a Karmann Ghia tv commercial. Also at DDB, Bert Steinhauser won a medal for a Clairol ad, while Frank Kirk and Saul Lambert won distinctive merit awards for their Chemstrand and ABC-TV ads, respectively.

■ Three Young & Rubicam art directors won medals: Robert W. Wheeler for a Hunt Foods ad; Donald T. Egensteiner for a Y&R house ad; and Stephen Frankfurt for a Bristol-Myers tv commercial. Mr. Frankfurt also won a distinctive merit award for a Personal Products tv commercial.

At J. Walter Thompson, William H. Buckley was awarded the Kerwin H. Fulton medal for his 24-sheet poster for Falcon. Bill Melendez, of JWT, also won a medal for his tv commercial for the Ford Dealers of Southern California.

■ Besides the art and design awards, the club also made six awards to management at its annual luncheon today. They were presented to:

• John P. Cunningham, chairman of Cunningham & Walsh, "for never quite forgetting that you yourself were once an art director, for your knack of making steadfast friends of all the art directors who have ever worked with you . . . for your consistent belief that creative advertising moves goods."

• James Parton, president of American Heritage Publishing Co., "for charting a hitherto unexplored area of publishing in which graphics and pictorial journalism are employed with great integrity. . . ."

HEAVYWEIGHT—*This Young & Rubicam house ad won a medal for Donald T. Egensteiner in the over-500-line newspaper ad category.*

• George R. Crain, president of Abbott Laboratories, "for fostering an environment of creative innovation which has served to distinguish Abbott Laboratories' advertising to physicians since the mid-1930s. . . ."

• Lawrence Litchfield Jr., president of Aluminum Co. of America, "for the company's unswerving dedication to design excellence and continued stimulation of creative design in activating its conception of "a world of aluminum in the wonderful world of tomorrow."

• Alfred and Blanche Knopf, founders of Alfred A. Knopf Inc., "for your understanding that format and typography can communicate as well as words. . . ."

■ Last year, *McCall's* swept up the awards, but this year *Look* had its turn, gathering one medal and four distinctive merit awards. *McCall's* was runnerup, with one medal and one distinctive merit award.

The big news in the show, according to the jury, was the strong showing made by the television entries for the first time. More outdoor posters were entered than before, with an increased use of symbols, photos and simple composition noted.

The jurists also felt that the exhibition showed increased use of photographs expressing an idea rather than just picturing the product. The exhibit also demonstrated, the jury agreed, the "emergence of the art director as an idea man, not just as the guy who knows what artist to hire."

Two special medals and ten Art Directors Club Medals were presented to:

Art Directors Club Medal Special Award—Helmut Krone, art director of Doyle Dane Bernbach, for the Volkswagen campaign.

Kerwin H. Fulton Medal for 24-sheet posters—William H. Buckley, art director of J. Walter Thompson Co., for a Falcon poster for Ford Motor Co.

Magazine ad, single page, three or more colors—Robert W. Wheeler, art director/designer of Young & Rubicam, for a Hunt Foods ad. Bert Stern, photographer; Paul Waddell, copy supervisor.

Magazine ad, two pages or more, three or more colors—Bert Steinhauser, art director/designer of Doyle Dane Bernbach, for a Clairol ad. Jerry Schatzberg, photographer. Carole Anne Fine, copywriter.

FRESH FROM THE CAN—*Robert W. Wheeler, of Young & Rubicam, won a medal with this Hunt Foods magazine color page.*

Newspaper ad, over 500 lines—Donald T. Egensteiner, art director/designer of Young & Rubicam, for a Y&R house ad. Charles Sweeney, copywriter; Larry Ottino, lettering.

Film category, live action—Helmut Krone, art director of Doyle Dane Bernbach, for a Karmann Ghia tv commercial. Rita Selden, writer; M. Nichelson, photographer; John Capsis, Joseph Spery, film producers; Robert Lawrence, production company.

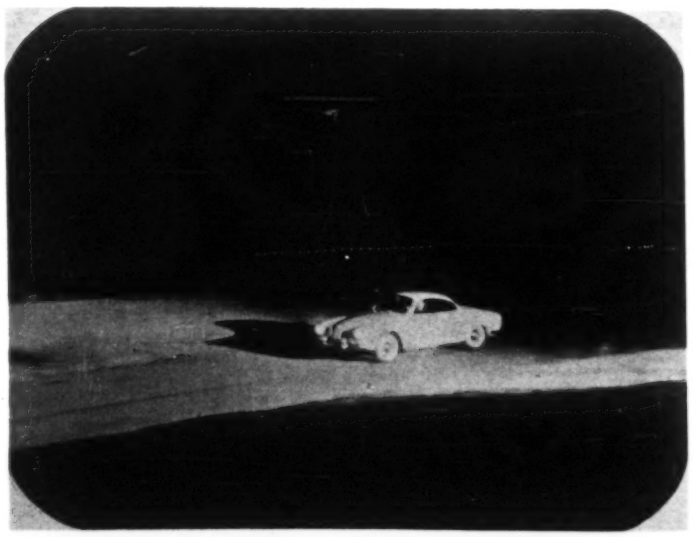
Film Category, live action—Stephen Frankfurt of Young & Rubicam, for a Bristol-Myers tv commercial. Cliff Crawford, Ivor Weigler, designers; Sumner Winebaum, writer; On Film—Tom Ford, production company.

Film category, animation, full—Bill Melendez, art director of J. Walter Thompson Co., for a Ford Dealers of Southern California tv commercial. Chris Jenkyns, writer; Sterling Sturtevant, designer; Herman Cohen, Robert Carlson, photographers; Playhouse Pictures, production company.

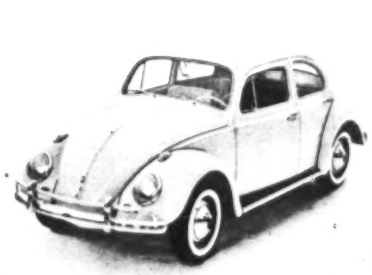
Editorial spread, three or more colors—Henry Wolf, art director of Harper's Bazaar spread. Audrey Rosenson, art director/designer; Saul Leiter, photographer.

Editorial section or insert, three or more colors—Allen F. Hurlburt, art director/designer for Look section. Kosti Ruohamaa, Art Kane, Hanson Carroll, Erich Hartmann, Arthur Lavine, photographers.

Editorial art, fiction, three or more

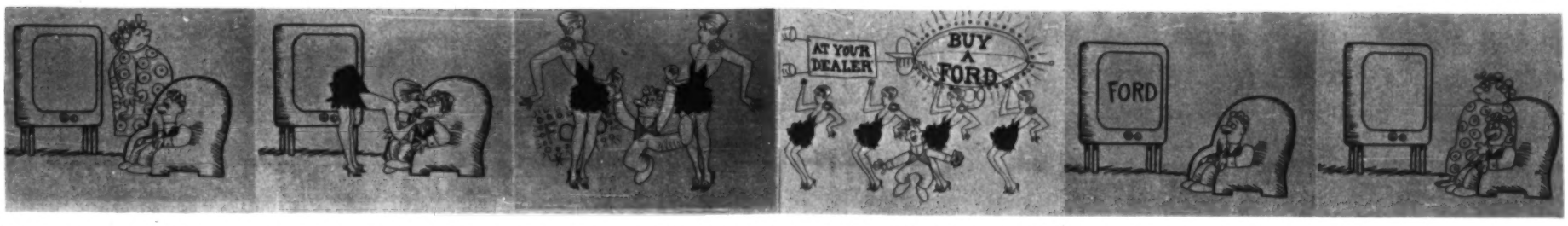


TRIPLE WINNER—*Helmut Krone, art director with Doyle Dane Bernbach, received (1) a special medal award for his Volkswagen campaign; (2) a medal for a Karmann Ghia tv commercial; and (3) a distinctive merit award for a Volkswagen magazine ad.*



The Volkswagen Sedan: It started the small car revolution.

The Volkswagen Station Wagon: Will history repeat itself?



ROMP—*This animated tv commercial for the Ford Dealers of Southern California brought a medal to Bill Melendez, of J. Walter Thompson Co.*

colors—George Silk, photographer for Life article. Bernard Quint, art director.

Editorial art, non-fiction, three or more colors, fashion—Art Kane, photographer for McCall's article. Otto Storch, art director.

■ Awards of distinctive merit were presented to the following 45 art directors and photographers:

Magazine ad, single page, three or more colors—Robert H. Brooks, art director/designer of Benton & Bowles for IBM World Trade Corp. ad. Robert Weaver, artist; Arch Nadler, copywriter.

Magazine ad, single page, three or more colors—Tony Mandarino, art director/designer of Batten, Barton, Durstine & Osborn for Armstrong Cork ad. Phil Hays, artist; Brian Gray, R. Newcastle, copywriters.

Magazine ad, two pages or more, three or more colors—George Trevelini, art director of Wood, Donegan & Co. for Fiat ad. George Giusti, designer/artist; Earl C. Donegan, copywriter.

Magazine ad, two pages or more, three or more colors—Helmut Krone, art director of Doyle Dane Bernbach for Volkswagen ad. Wingate Paine, photographer; Dave Reider, copywriter.

Newspaper ad, over 500 lines—Don Eldridge, art director of Mogul Williams & Saylor for Barney's ad. William Helburn, photographer; Seth Tobias, copywriter.

Newspaper ad, 500 lines or less—Robert Fabian, art director/designer for I. Miller Salon ad. Andy Warhol, artist; Margot Mallary, copywriter.

Trade ad, full page or more, two or more colors—Michael Phenette, art director for Redbook ad, Ronald Rojas, photographer; Stanley Winston, copywriter.

Trade ad, full page or more, b&w—Frank Kirk, art director/designer of Doyle Dane Bernbach for Chemstrand ad. Len Siegler, photographer; Wendy Ewer, copywriter.

24-sheet poster—Walter Allner, art director/designer/artist for Outdoor Advertising of America public service poster.

Booklet, direct mail, three or more colors—Leo Lionni, art director/designer for Fortune booklet. Ray Winship, copywriter.

Booklet, direct mail, three or more colors—Herbert Lubalin, art director/designer for a group of booklets for The Composing Room. Brownjohn, Chermayeff & Geismar, Lester Beall, Gene Federico, designers; Percy Seitlin, copywriter.

Point of sale, record album covers—John Murello, art director for RCA Camden record cover. Jerome Martin, artist.

Point of sale, record album cover—Rudolph de Harak, art director/designer/artist for Westminster record cover.

Point of sale, bookjackets, paperbacks—George Tscherny, art director/designer/artist for Dunetz & Lovett.

Institutional, annual reports, publications—George Krikorian, art director/designer for a Look promotion piece. Paul Fusco, Bob Sandberg, Jim Hansen, Phil Harrington, photographers; Julia Abajian, copywriter.

Institutional, annual reports, publications—Erik Nitsche, art director/designer for "Dynamic America," the story of General Dynamics Corp., published by Doubleday & Co.

Institutional, announcement card—Reba Sochis, art director of Sochis Advertising/Promotion for William Hayett Inc. change of address notice. Bob Gill, designer/artist.

Sales presentations or promotion kits—Louis Dorfsman, art director/designer for CBS-TV network promotion kit for "I Love Lucy."

Magazine advertising art, three or more colors, product illustration—Haanel Cassidy, photographer for Glass Container Manufacturers Institute ad handled by Kenyon & Eckhardt. Bud Hemmick, Al Feldman, art directors; Ruth Cerrone, Eleanor Baron, copywriters.

Magazine advertising art, three colors or more, product illustration—Carl Critz, artist for General Motors truck ad, handled by McCann-Erickson. Paul Wollman, art director; William Whiting, copywriter.

Newspaper advertising art, general illustrations—Saul Lambert, artist for ABC-TV ad handled by Doyle Dane Bernbach. Sidney Myers, art director/designer; Len Sirowitz, art director; Leon Meadow, copywriter.

Trade advertising art, humorous illustration—Tony Pallardino, artist for ad for Granada TV, England, handled by Papert, Koenig, Lois. George Lois, art director; Julian Koenig, copywriter.

Trade advertising art, general illustration—Bert Stern, photographer for Ciba ad prepared by Sudler & Hennessey. Rene Bittel, art director.

Poster art, 24-sheet posters—Lowell Herrero, Bill Hyde, artists for Chevrolet poster prepared by Campbell-Ewald Co. Eugene Duffy, art director.

Institutional art, annual reports—Erik Nitsche, art director/designer for General Dynamics Corp. report.

Film category, live action—Dave Elledge, art director of Ogilvy, Benson & Mather for General Foods' Maxwell House coffee commercial. Ed Witalis, designer; Dave McCall, writer; Bob Franz, Charles Wasserman, Howard Linkoff, Alan Gittler, photographers; Television Graphics Inc., production company.

Film category, live action—Louis Dorfsman, art director/designer/writer for CBS-TV network promotion spots. Elliot, Unger & Elliot, Gerald Productions, production companies.

Film category, animation, full—Robert Cannon, art director/photographer for U.S. Navy Recruiting commercial. Chris Jenkyns, writer/designer; Playhouse Pictures, production company.

Film category, animation, limited—Stephen Frankfurt, art director/designer/writer of Young & Rubicam for Personal Products Corp. commercial.

Still categories—John Graham, art director for National Broadcasting Co. feature. Joan Fenton, art director/designer.

Editorial art, fiction, three or more colors—Pete Turner, photographer for Horizon feature. Irwin Glusker, art director.

Editorial art, non-fiction, three or more colors, fashion—Michael A. Vaccaro, photographer for Look feature. Allen F. Hurlburt, Philip Sykes, art directors.

Editorial art, non-fiction three or more colors, food—Faulconer-McLaughlin-Gill, photographer for Look food feature. Allen F. Hurlburt, art director.

Editorial art, non-fiction, three or more colors, food—Rouben Samberg, photographer for Seventeen food feature. Joan Fenton, art director/designer.

Editorial art, non-fiction, three or more colors, general—Harvey Schmidt, artist for Esquire feature. Robert Benton, art director.

Editorial art, non-fiction, two colors or b&w, general—Henry Markowitz, artist for Nugget feature. Bill Page, art director.

Magazine cover art, consumer magazines—Bert Stern, photographer for Vogue cover. Alexander Liberman, Priscilla Peck, art directors.

Company magazines and house organs—Jerome Martin, artist for Abbott Laboratories publication. Charles Walz, art director.

Editorial spread, three or more colors—Pasquale Del Vecchio, designer/art director for Esquire spread. Ken Hayman, photographer.

Editorial spread, three or more colors—Philip Sykes, designer for Look spread. Allen F. Hurlburt, art director; John Stewart, photographer.

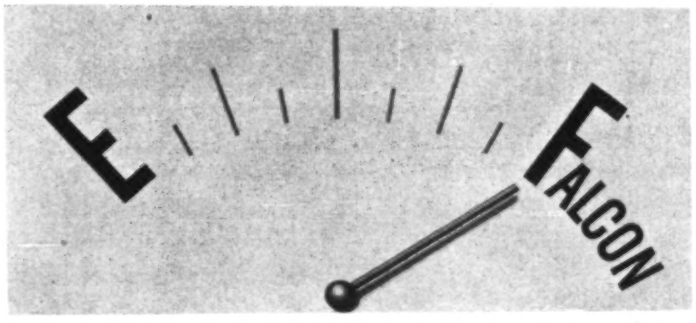
Editorial section or insert, three or more colors—Otto Storch, William Cadge, art directors for McCall's feature. Art Kane, photographer.

Magazine covers, consumer magazines—Frank Zachary, art director for Holiday cover. George Giusti, artist.

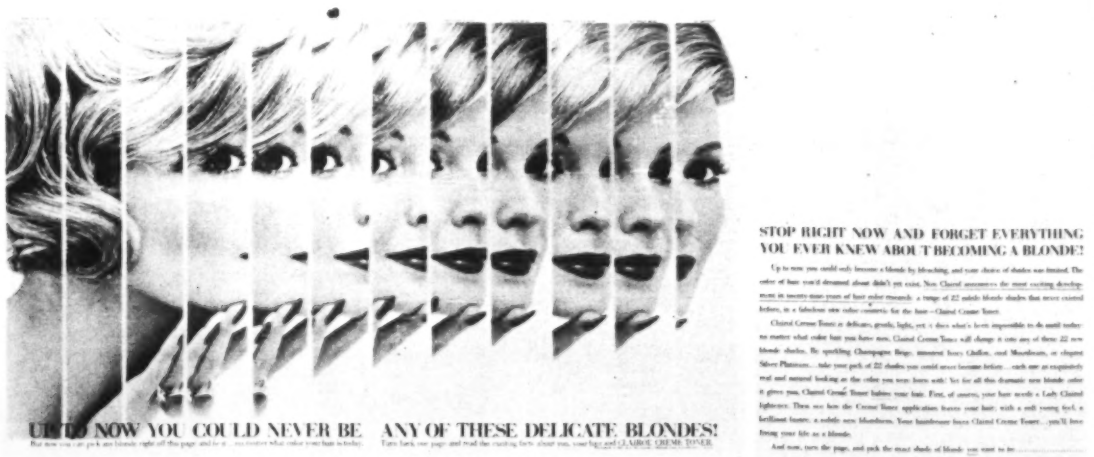
Company magazines, house organs—Milton Glaser, art director/designer/artist for Push Pin Monthly Graphic.

Editorial art, fiction, three or more colors—Hiro, photographer for Harper's Bazaar feature. Henry Wolf, art director; Audrey Rosenson, art director/designer.

Editorial art, fiction, three or more colors—Tom Vincent, artist for Seventeen feature. Joan Fenton, art director/designer.



SPECIAL AWARD—*The Kerwin H. Fulton Medal for 24-sheet posters was awarded to William H. Buckley, art director with J. Walter Thompson Co., for this Falcon poster for the Ford Motor Co.*


UNTIL NOW YOU COULD NEVER BE ANY OF THESE DELICATE BLONDES!
STOP RIGHT NOW AND FORGET EVERYTHING YOU EVER KNEW ABOUT BECOMING A BLONDE!

TAKE YOUR PICK—*This three-page Clairol ad with its many blondes won a medal for Bert Steinhauser, of Doyle Dane Bernbach, in the multi-page magazine category.*

Goods Take Second Place as Reds Use Ad Techniques to Push Communism: Henderson

CHICAGO, March 21—Merchandise advertising, nonexistent there five years ago, is beginning to appear in the Soviet Union, chiefly in poster form, but is still negligible in comparison with political propaganda and economic exhortations.

Communist-style advertising was described and displayed last week to members of the Advertising Executives Club of Chicago by H. Harry Henderson, vp and Chicago general manager of Burson-Marsteller Associates, pr wing of Marsteller, Rickard, Gebhardt & Reed. He has recently returned from an 18-day trip to Communist countries and interviews with their top propagandists.

There is no consumer media advertising, he said.

Posters for merchandise are likely to appear when the government finds itself with surpluses, such as a bigger-than-expected catch of fish, or when it deems it desirable to move the populace to specific action, such as making clothes at home.

In the first case, Mr. Henderson demonstrated, poster copy simply said, "Tuna is available . . . eat it." In the latter instance, Soviet women were told about the "equally good" fabrics made by two different mills.

■ Another reason for the increase in consumer advertising, according to Mr. Henderson, is the attempt to show the world that the U.S.S.R. has consumer goods. Collateral material on motor scooters—for which gasoline is virtually unavailable—was cited as an example.

Export promotion receives special emphasis, the Chicago pr man said, pointing out that the U.S.S.R., according to its top leader, trades more for political advantage than commercial reasons.

On the domestic market, government-made ice cream, frozen fish sticks (which must be consumed immediately after purchase because there are no home freezers), sewing machines (copies of two-year-old Japanese models) and some other products have been given poster promotion.

Direct mail is used on a small scale, such as sending favored party members and government officials leaflets on special individual housing units, whose floor plans, Mr. Henderson pointed out, don't show indoor toilet facilities.

■ Advertising production techniques and the most potent appeals—and outright falsehoods in copy, photos and captions—are used effectively by specialists in preparing political propaganda materials that inundate the Soviet Union and satellite countries and flood many neutral and undeveloped countries, Mr. Henderson said.

"You can't turn your head in the U.S.S.R. without seeing posters glorifying Communism," he said. Others vilify the U.S., he added.

Mr. Henderson showed slides of magazines in which views of the modern Mayo Clinics, Rochester, Minn., or a Chicago Blackhawks hockey player were presented as Soviet contributions to the world's progress. The Chicago athlete appeared in action in color on the cover of a Soviet magazine distributed in the Middle East, as proof that "it's possible to have fun living under Communism."

On the other hand, a picture of

'GET OUT OF THE WAY'—*This cover of Krokodil, Soviet humor magazine, suggests Kraft cheese, Chesterfields, Campbell's soup, Coca-Cola and chewing gum are beyond the reach of America's unemployed, who "ruin the advertising picture."*

dejected, emaciated South Korean women behind barbed wires in a North Korean prison camp was captioned, "America, let us go!"

■ Mr. Henderson pointed out that the Communists spend $2 billion for propaganda, compared with less than $5,000,000 spent by the U. S. #

Pitney-Bowes Reports Gain in Gross, Net Incomes

Pitney-Bowes, Stamford, Conn., reports gross income in 1960 was $67,518,340 in 1960, compared to $57,526,883 the previous year. Net income for 1960 was $5,773,501, an increase over the previous year's total of $4,409,148.

In its annual report, the company reports that selling messages appeared in 45 different general and business publications, and more than 2,500,000 direct mail letters were sent to prospects. Ad expenditures in 1960 were $1,632,416, a 7% increase over the $1,527,497 expenditures in 1959.

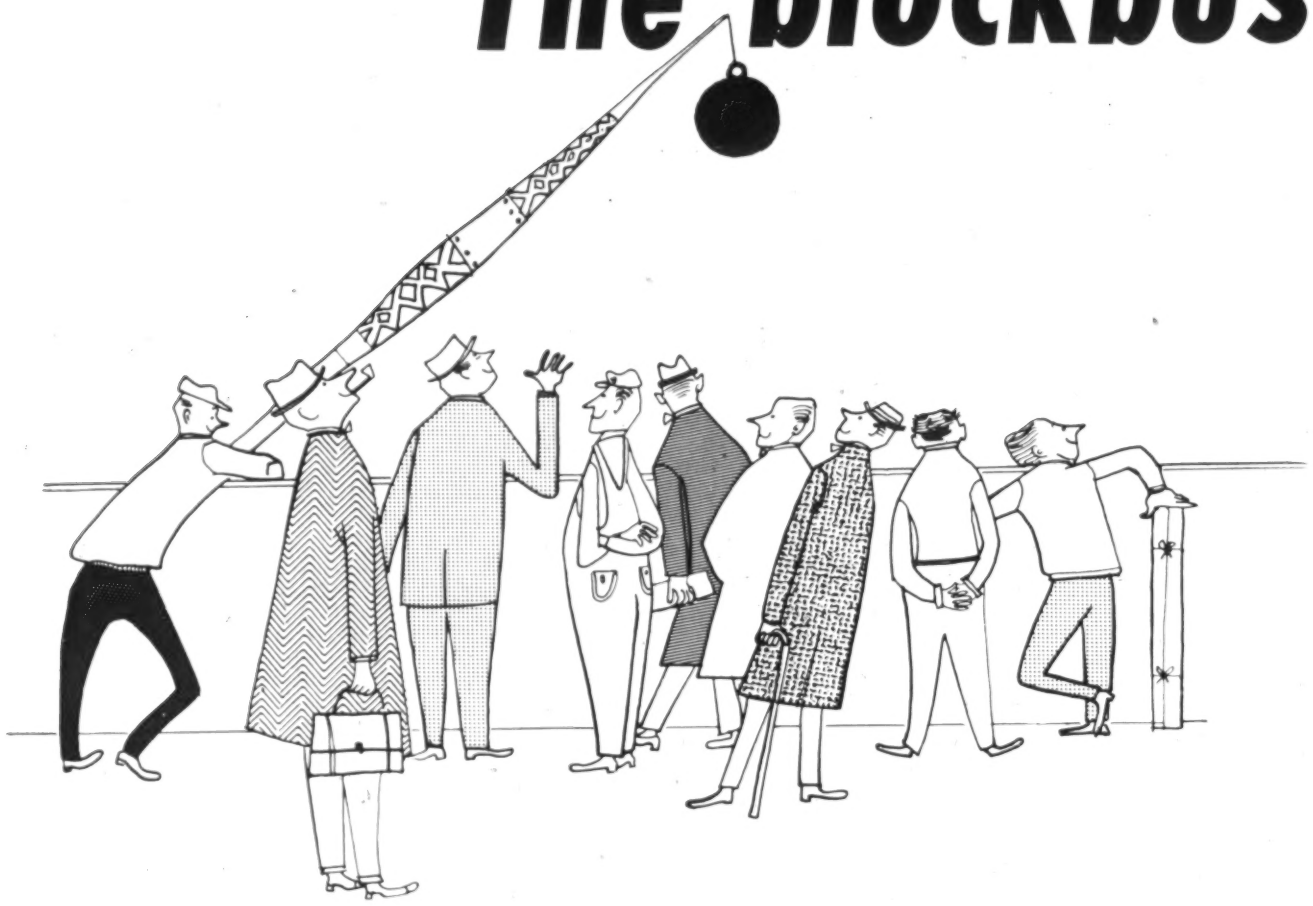
3 Join in July-August Push

National Assn. of Food Chains, Washington; *Family Circle*, New York; and American Meat Institute, Chicago, will sponsor a joint "Easy on the Cook" July-August promotion, with emphasis on the use of meat in summer meals. The promotion will center around free distribution in participating stores of several million menu and recipe booklets, to be furnished by *Family Circle*.

'House Beautiful' Expands

House Beautiful has opened a new Philadelphia office at 1420 Land Title Bldg. At the same time, the magazine has named Frank McMahon, Philadelphia area representative for nine years, Philadelphia-Mideast manager. Ross Cunningham has been promoted from the sales staff to the new post of sales coordinator of *House Beautiful* in New York.

The blockbuster



Available Market Data—Canadian

To secure copies of data listed, use the handy coupons

of machine tools, and production of Canada's machine tool industry for the past 35 years. *Canadian Machinery & Manufacturing News* offers it.

5075. 1960 Report on Canada's *Power Market.*
Statistics on Canadian power penetration, plus a analysis of

Canada.
Figures on Canada's major c struction market for the ye 1955-59, with detailed breakdo of major markets and type structures, are given in a fo offered by *Heating & Plu Engineer.*

5078. *Canada's Ele*

NATIONAL MARKETS

NOTE: Most items listed her are available without charge, bu not all. Those requesting material which bears a price will be billed at the stated price by the publish ers.

1000. *A Study of the Mobile Ho Park Market.*
This is a folder

Available Market Data—National

To secure copies of data listed, use the handy coupons

ence selection, are some of the questions answered in a report available from *Buildings.*

041. *Profiles of Professional Building Management.*
This is a 32-page booklet containing verbatim interviews with typical building management ata includes

A single data sheet showing coverage by First Three Mar Group of families in market ar delineated by the National Wh Druggists Assn.

INTERNATIONAL MARKETS

ost items listed here without charge, by requesting materi price will be bill ce by the publis

EDITORIAL OUTLINE—MARKET DATA ISSUE

1. A listing of all available market data issued by media, trade associations and other groups. Each item of market data material will be described briefly and numbered so that Advertising Age can identify and handle reader requests for various items quickly and easily. Data will be presented in eight categories:
   a. National markets
   b. Farm markets
   c. Regional and local markets
   d. Distribution markets, including data related largely to retailing and wholesaling operations.
   e. Industrial markets, covering primarily the capital goods industries (including building and construction).
   f. Professional markets
   g. Canadian markets
   h. International markets
2. An analysis of present economic trends and a forecast of the future, particularly in regard to advertising and marketing, by Arno H. Johnson, vice-president and director of research, J. Walter Thompson Company.
3. Charts and graphs illustrating text.

INDUSTRIAL MARKETS

NOTE: Most items liste are available without cha not all. Those requesting which bears a price will at the stated price by th ers.

8000. *Plan for Total*
This 16-page book market potential a board packaging pro investments and pl

FARM MARKETS

Most items listed he able without charge, b hose requesting mate rs a price will d price bu

No. 2

PROFESSIONAL MARKETS

NOTE: Most items listed he are available without charge, b not all. Those requesting mater which bears a price will be bille at the stated price by the publish ers.

7500. *Travel Preferences of th Physician.*
The results of a survey ma by the *American Medical A News* on the number of t

Available Market Data—Distribution

To secure copies of data listed, use the handy coupons

7061. *Petroleum Data.*
A folder published by *Petroleum Marketer* gives percentages of oil products distributed by major oil companies and independents, size and geographical distribution of petroleum wholesalers, operations and functions of distributors bbers, data on how oil marpment is sold, and buy

Survey.
Automotive Retail sales of lawn and gar by auto supply stores results, with discussio biggest sellers (lawn mo den hose and tools and seeds) in this

Available Market Data—Regional

To secure copies of data listed, use the handy coupons

sales for the 48 counties in Iowa, Nebraska, South Dakota and Minnesota covered by the newspaper.

6201. *Characteristics of Reader's Digest Households and Readers in the West.*
A 28-page booklet issued by *Reader's Digest*, western edition, circulatio by char sex

erences.
Consumer preferences in 80 dif ferent product categories in the ur ban areas of Puerto Rico are co ered in a brochure issued b *Mundo*, WKAQ and WK Box 1072, San Juan.

6204. *New Eng*
butio
A 78

# of market-media data is about to hit!

Even the sidewalk engineers would be surprised at the blockbuster action Advertising Age's Annual Market Data Issue produces each year. When market planners and media specifiers start sending in their requests for data—watch out—the response is overwhelming. Last year, over 92,000 requests for information were processed and passed on to the media offering the data. This makes for a lot of contact between media and media user.

That's why so many media sellers and buyers are looking forward to the Market Data Issue this year, which is to be published on May 8, 1961.

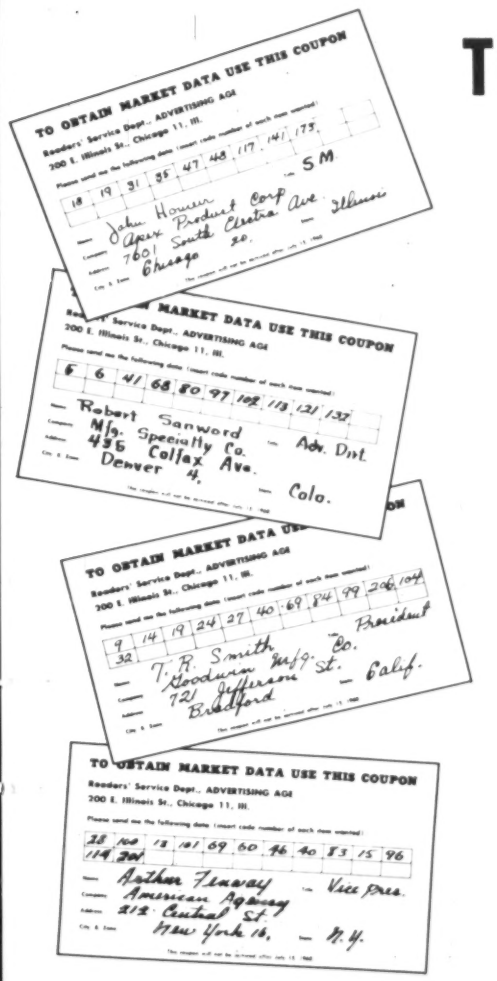
Over 1800 market data pieces will be digested and catalogued in eight basic market classifications to simplify selection. Page after page of this issue will get careful, methodical study from the very people whom media representatives are most anxious to reach. These include the advertiser and agency executives from company presidents and advertising managers to account executives and media buyers, as well as researchers and librarians who prepare and funnel information for programs and campaigns.

What's more, these people will be most receptive to all market and media information—including the facts you want them to consider—because they will be concentrating on market/media offerings. It's hard to imagine a more potent opportunity for strong media promotion to be seen, read, evaluated and retained for reference than the Market Data Issue.

No other publication in the advertising/marketing world offers such positive proof of editorial acceptance and usage by advertisers and agencies. No other advertising/marketing journal offers such a great audience—over 50,000 paid subscribers† —which includes virtually every important figure responsible for market planning and media selection.

Take advantage of this combination of enthusiastic reader usage and field-blanketing circulation to develop your market promotion. Reserve your space today.

† As filed with ABC—Subject to audit.


TO OBTAIN MARKET DATA USE THIS COUPON
Readers' Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.
Please send me the following data (insert code number of each item wanted)
18 19 31 35 47 48 117 141 173
SM
John Hoover
Apex Product Corp
7601 South Chestra Ave.
Chicago 20.
Illinois
TO OBTAIN MARKET DATA USE THIS COUPON
200 E. Illinois St., Chicago 11, Ill.
6 6 41 68 80 97 102 113 121 137
Robert Sanword
Mfg. Specialty Co.
435 Collax Ave.
Denver 4.
Adv. Dir.
Colo.
TO OBTAIN MARKET DATA USE THIS COUPON
Readers' Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.
9 14 19 24 27 40 69 84 99 206 104
32
T. R. Smith
Goodwin Mfg. Co.
721 Jefferson St.
Bradford
President
Calif.
TO OBTAIN MARKET DATA USE THIS COUPON
Readers' Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.
28 100 12 101 69 60 46 40 53 15 96
114 201
Arthur Fenway
American Agency
212 Central St.
New York 16,
Vice Pres.
N. Y.

The *Action-Packed* issue of the year

CAPTURE YOUR SHARE OF HIGH READER INTEREST WITH A "TELL-ALL" AD FOR YOUR MEDIUM OR SERVICE IN THE . . .

14th Annual MARKET DATA ISSUE

CLOSING DATE APRIL 26, 1961
PUBLICATION DATE— MAY 8, 1961.

Advertising Age
THE NATIONAL NEWSPAPER OF MARKETING
$6 Billion Billed by 677 Agencies in 1960; 41 Exceed $25,000,000
Alpine, B&H Cigarets Leave Doyle Dane Shop
ABC TV Plan 'Cuts Ads' Effectiveness but May Give Better Station Lineups
Eradicati Johnson Sets $2,500,000 Multi-Phase Drive
Who's on First?
Last Minute News Flashes

ABC ABP NBP

1 Year (52 issues) $3.

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

AA Readers Respond to Call for Examples of Successful Negative Ads

To the Editor: I heartily agree with Marvin Wachs campaign (AA, March 13) to put the negative headline or campaign approach in proper perspective.

As my contribution, I enclose a staff memo written to our agency's contact and writing people on this subject, singling out a 1960 Volkswagen ad ("Do you think the Volkswagen is homely?") as a successful case in point. In fact, this whole campaign has not been afraid to come to grips with the negative.

And what about "Don't swap a headache for an upset stomach!"

Larry O'Neill,
Vice-President and Copy Chief,
Van Sant, Dugdale & Co., Baltimore.

Mr. O'Neill's memo reads:

Exploding a Couple of Myths

In my opinion, two of the saddest and most solemnly revered sentences ever pronounced on a copywriter by a client or contact man are:

1. Never ask a question in a headline.

2. Don't be negative in a headline.

So I feared for Volkswagen when some audacious DDB writer had them ask, in the Nov. 7, 1960, issue of *Life*: "Do you think the Volkswagen is homely?"

Now I see by a Starch report that this two-time loser finished first across the boards in male readership (52-49-15) on cost ratio . . . was matched in raw score "Read Most" by only one other automotive ad, a Pontiac Tempest b&w *spread* . . . trounced 12 other automotive competitive ads that were loaded with four-color pages and bleed spreads.

Prospects *do* ask questions . . . and *do* bring up negatives . . . in real life. So do smart salesmen.

Why deny these to copywriters when they can help copy be more reasonable, more natural, more productive?

Larry O'Neill

P. S.: If you'd like a candidate for a third sad sentence, it could be . . . "But that's the exception that proves the rule."

•

To the Editor: One memorable negative advertising theme, heard in New York a few years ago, was a radio spot for a furniture van company. After a slightly ominous pause in the program, a steel-cold voice quietly advised, "Don't make a move . . . without calling Lincoln!"

Betty Stuart Smith,
Chicago.

• • •

To the Editor: . . . I call your attention to "Don't Buy Chock Full O'Nuts Coffee Unless You're Just Plain Crazy About Good Coffee."

David O. Alber,
President, David O. Alber Associates, New York.

•

To the Editor: . . . The saddest thing about this situation is that it seems necessary, in our creative business, to justify everything new by basing it on past successes. In my own experience, any prospect who will only buy an idea that is based on an old one is as likely to reject it because "it has been done before."

In arguing the negative versus the positive, I wonder how anyone would classify "Cuba si, Yanqui no."

May Mr. Wachs not have further difficulty with his negative committee.

Hy Schneider,
New York.

• • •

Hat Corp. 'Beatnik' Ad Was a Homer, Hat Corp. Says

To the Editor: Up to now I have refrained from taking part in the controversy that has been engaging your columns during the last month or two over our "Beatnik" ad. However, I can't resist replying to the comments in the Creative Man's Corner on Page 76 of your March 6 issue.

I must say that Hat Corp. not only didn't strike out with the "Beatnik" ad; on the contrary, we hit a homer with the bases loaded, we're still at bat, the inning isn't over yet and we have the top of the batting order coming up.

To be specific, this ad aroused more interest than any ad in my advertising experience, both in our own industry and out. Even now, months after it appeared, we still get letters commenting favorably on it. Dealers all over the country have reprinted it in local papers and displayed reprints of it in their stores. Newspapers have written asking for permission to run the ad locally. Seasoned veteran executives in this industry have applauded the ad as the best thing that's happened to the men's hat business in years. And, what's more to the point, hat sales are proving them right!

Yes indeed, Hat Corp. hit a home run with the Beatnik ad, not only for our own Knox, Dobbs, Cavanagh and Champ brands, but for the entire men's hat industry.

Estelle Lee,
Advertising Manager, Hat Corp. of America, New York.

• • •

Norway Agency Grows, Sends Stone to Publicize Office Move

To the Editor: You may know that our firm is the oldest advertising agency in Norway, and we have had the pleasure a short time ago to employ employe No. 100, a specialist in sales promotion.

Our turnover has been rising every year since the war, and the expansion in Norwegian advertising also in our own agency has been a very lively one. A week or two ago we also moved our studios and our copy department into new premises in a new building here in Oslo, and in this connection we have sent out a little greeting to (both) old and prospective clients, a little "stone from our heart" ("a load from our mind").

We thought you might like to mention this little greeting in your periodical, and we may mention for your guidance that the copy reads something like: "A stone fell from our heart the other day, as we moved our departments for visualizing, layout, artwork and copy over to the new building Haakon VII's gate 2. (By the way, this street is certainly named after our late King Haakon.) In these new premises we have very keen employes, well fit and eager to take stones also from your heart."

A. Dietrichson,
Hoydahl Ohme, Oslo, Norway.

• • •

Daddy, Pull in Out of the Rain

To the Editor: Re your story of the "Softest Sell" [dealing with oil companies' overseas advertising] on Page 90 of the March 13 issue, I find myself asking this question every time I see the Gulf Oil Corp. commercial of the station attendant escorting the little girl to the restroom: In view of the deluge of rain, why didn't Daddy, who had the intelligence to pull into a Gulf station, have the good sense to pull in under the canopy which so obviously projects out from the station?

Bruce R. Sherman,
Stamford, Conn.

• • •

Lawyer Says Part of Story on Delson Case Was Wrong

To the Editor: Re: Delson Candy Co.—U. S. v. 174 Cases Delson Thin Mints (Third Circuit, No. 13298)

This firm represents Delson Candy Co., the claimant in the above captioned action. It has come to our attention that on March 13, 1961, ADVERTISING AGE published an article . . . bearing the title "Delson Packaging Is Deceptive, Says Court in Reversal, Says Earlier Ruling on 'Protective Paper' Omits Deception Factor."

That article further contained the statement: "But the third circuit court of appeals said last week that the lower court had not given sufficient consideration to the likelihood that consumers would be deceived."

Please be advised that the headlines and the portion of the article quoted above are a completely incorrect and misleading statement of the holding of the court of appeals in this case.

A careful examination of the court of appeals opinion will demonstrate that the court made no finding as to whether the Delson package was deceptive or not.

What the court did do was to lay down certain tests to guide the lower court in making a finding as to whether a package is deceptive and in making a further finding as to whether the use of the package is justified even if it is found to be deceptive.

The court of appeals sent the case back to the lower court "since the court below has not made the necessary findings of fact to support the legal conclusions which it has reached" in favor of Delson.

Incidentally, please also be advised that Delson Candy Co. has today filed a petition for rehearing, or, in the alternative, for modification of the court of appeals' opinion, and the opinion is therefore not final. Furthermore, regardless of the outcome of the petition, we have every expectation that the district court will, at the next hearing, affirm its previous finding in favor of Delson, making findings of fact which will satisfy the court of appeals . . .

Richard P. Brown Jr.,
Counselor at Law, Morgan, Lewis & Bockius, Philadelphia.

Advertising Age believes the story in its March 13 issue accurately reported the issues involved in the court decisions but believes Mr. Brown may have a point in connection with the main head and is glad to present his clarification here.

• • •

Ganging Up Engravings Is an Old Hand's Production Trick

To the Editor: Concerning Kenneth Butler's article in the Feb. 20 issue entitled "$5 Pasteup Saved $135 in Engraving Costs," I wish to remark that I consider the gentleman in question made no savings at all!

In other words, had he been in my employ he would have been a sure candidate for unemployment compensation if he had proceeded to make 79 line engravings individually. In 25 years I have never ordered a group of engravings without considering the possibility of "ganging" them for a single shot.

As a matter of fact, when the engravings are to be delivered unmounted and assembled with publication typesetting, I don't have them cut apart at the engraver's plant. Instead, they are forwarded to the publication as a single unit and cut at the time of composition. Thus the possibility of loss of any of the units is minimized . . .

However, I *do* believe the subject production man should receive a small gold star for having all 79 small units drawn to size. I cannot believe the artists did this voluntarily. Someone must have planned it that way. It is very unusual to encounter a situation where so many small illustrations can actually be drawn to the exact size needed for the pasteup . . .

Having gotten this far with this letter, it occurs to me that there may be many young production men who will benefit from learning of the "gang" procedure as outlined in Mr. Butler's article—and that I can be accused of being a complaining old ad man since, at 43, I have known the trick for 25 years.

Therefore, I must make it clear that I do not oppose Mr. Butler's regular column of tips for production men. I was very happy, in particular, with a recent column concerning Artype, Quillo type, etc., because these "cold" types have been saving me time and money for a long, long time . . .

Sure, tell the youngsters about all these helpful tools and procedures. They need to know these things in order to be as valuable as the agencies who advertise for men under 40 seem to believe young men are.

But, please, don't insult the "old hands" by implying that these are

VINYL-WELD presents VINYL RING BINDERS

NEW STYLES! NEW FEATURES! NEW LOW PRICES!

STANDARD 3-RING VINYL BINDER

Finest quality, hard-cover binder available! 3 Ring Metal, spring trigger action. 1" Capy.

ONLY $1.00

Other styles and capacities from 50c to $2.00

FREE! Your Company name and/or other copy imprinted on front cover (max. area 7"x5") with order of 100 or more binders.

Choice of RED, GREEN, BLUE, BLACK, TAN, BROWN VINYL. IMMEDIATE DELIVERY FROM STOCK! QUANTITY PRICES ON REQUEST

America's Largest Selection of Custom-Made Ring Binders!

Whatever your special requirements, we have the binder for you . . . color, size, unusual design . . . AT BUDGET MINDED PRICES!

WRITE: A-5

INDUSTRIAL PLANNING DIVISION
VINYL-WELD Products Inc.
225 West Hubbard Street Chicago, Illinois

TELEVISION HAS TO BE LOCAL IN WESTERN OREGON . . . THERE ARE MOUNTAINS!

Over 110,000 families depend on OTT* for a clear picture. Buyers get local coverage and attention from all three stations . . . and, remember, Eugene is Oregon's 2nd market . . . the only metro area between Portland and San Francisco.

ONE ORDER, ONE BILLING TO YOUR HOLLINGBERY MAN OR ART MOORE & ASSOC.
(PORTLAND – SEATTLE)

Oregon Triangle Television

KPIC-TV Ch. 4 ROSEBURG Affiliate
KVAL-TV Ch. 13 EUGENE
KCBY-TV Ch. 11 COOS BAY Affiliate

Who Snapped Precariously Perched Picture Snapper?

To the Editor: [Re: *National Geographic* ad, AA, Feb. 20]

Thorough?—Hardly!

Who took the picture of Bill Vaughn on his precarious perch? An explanation in the first paragraph might have earned the characteristic "thorough" for the originator of the ad.

Stanley Bier,
Jericho, N.Y.

---

new ideas to anyone who has been in advertising production actively for more than six months.

Until there's an Old Adman's Home, like the Old Soldier's Home, there is no reason to make the Old Adman feel he's fading away with no place to go. The man who conceived the stunt of ganging up engravings is probably now as old as Stanley Burnet Resor and his contribution is as important to the trade . . .

And, if Mr. Butler's on the side of Age & Experience, he might propagandize for us by crediting these time-proved ideas to the Old Boys.

Please.

Van Kaatz,
Van Kaatz: Advertising, Los Angeles.

•

To the Editor: I can't help it. I let Ken Butler's "Engraving Costs" pass, but when Clay Fischer of *The Music Trades* commented on it in the "Voice of the Advertiser" March 13 I just could not resist coming up to the bait.

A few engravers will work with the production man as they make more on volume—the camera neg and stripping time are on the scale. The "flat" that fits the etching machine costs no more than a half filled flat; but don't forget you are cutting in on the camera man and stripper's time and union shop boys do go for overtime.

As an agency production man who has operated as engraving shop production man and biller-estimator you'd have fun going over the "extras" on any photoengraving bill. You can work things out with some shops. Today some engravers will even make litho negs. There are economic problems that make for progress. They notice that the offset "fad" continues. Things do change.

I even know a former RR (steam) engineer. And think of the RR fireman's position today? The smart production man can, by testing around, sometimes save the agency an account client who checks and wonders about the ad agency production bills. Let all good production men continue to have fun with their lousy job and the personal satisfaction of knowing how to synthesize their production.

Cordially,

H. E. Anderson,
Ampersanderson Studio, Newport, N. H.

• • •

He Doubts Value of Direct Selling for Most Manufacturers

To the Editor: In the March 6 issue of ADVERTISING AGE, I noticed an interesting item reporting comments made by Peter G. Peterson at a special University of Chicago marketing clinic. His comments, for the most part, appear well taken.

However, my crystal ball is a little foggy when I attempt to see the reasoning behind the statement that manufacturers will try to bring themselves closer to the consumer by more direct selling—via phone, house-to-house calls and at manufacturer's shopping centers.

Although personal selling is perhaps the most effective way of presenting a sales message, it is also one of the most expensive. True, manufacturers are looking for the most effective way in which to present their sales messages, but I believe they qualify this by saying they want to present their message in the most effective way to the most people at the least cost.

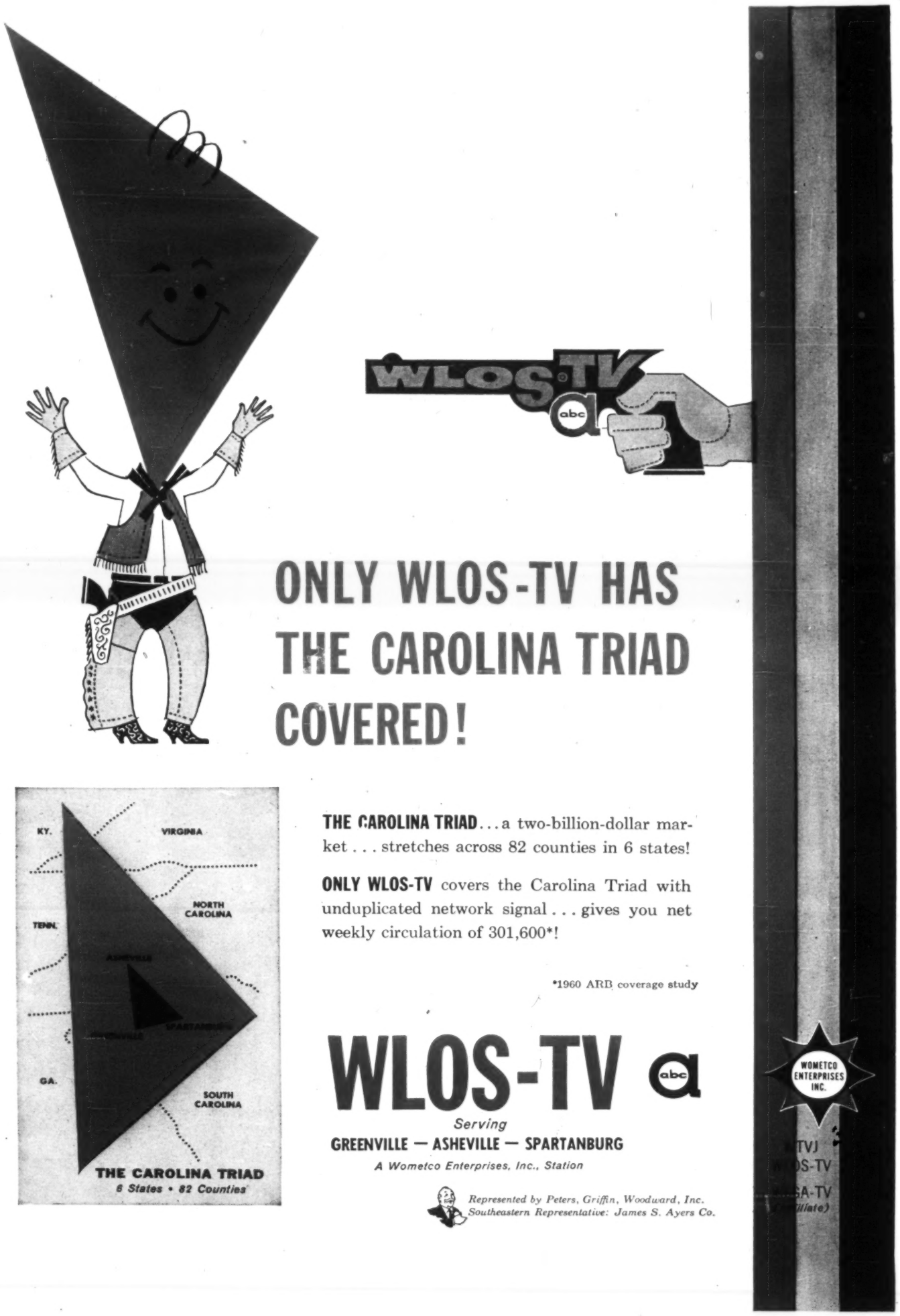
For some consumer products and services, direct selling fills the bill. But, the number of large national manufacturers selling direct to the public probably can be counted on your hand.

And what of manufacturers' shopping centers—can a manufacturer spread the terrific retail outlet overhead for modern shopping centers over his handful of products? To me, the trend appears to be going the other way, large retailers are vertically integrating by purchasing their own manufacturing facilities. Some manufacturers, of course, have their own retail outlets and have had them for some time. But is this really the trend?

Now, I don't mean to be overly critical of the forward thinking of Mr. Peterson, a man I have admired for quite some time, but I just don't see any evidence to back up his one point as applying to manufacturers in general. For specific situations, perhaps like Bell & Howell, it may well apply. . .

George W. Peak,
Student of Marketing, Evanston.

SPRING Flower BULBS
15¢ PER PACKAGE
FREE Catalog
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622


WLOS-TV
abc
ONLY WLOS-TV HAS THE CAROLINA TRIAD COVERED!
KY.
VIRGINIA
NORTH CAROLINA
TENN.
GA.
SOUTH CAROLINA
THE CAROLINA TRIAD
6 States • 82 Counties
THE CAROLINA TRIAD... a two-billion-dollar market . . . stretches across 82 counties in 6 states!
ONLY WLOS-TV covers the Carolina Triad with unduplicated network signal . . . gives you net weekly circulation of 301,600*!
*1960 ARB coverage study
WLOS-TV abc
Serving
GREENVILLE — ASHEVILLE — SPARTANBURG
A Wometco Enterprises, Inc., Station
Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.
WOMETCO ENTERPRISES INC.

January 3rd:

January 6th:

January 10th:

Nuclear accident occurs in Idaho
Editor Dan Cooper gets facts firsthand
Technical details mailed to
NUCLEONICS WEEK subscribers

On the evening of January 3rd, 1961, three operators were carrying out routine maintenance at the SL-1 (Stationary Low-power Reactor No. 1), an Army Reactor Program unit at Idaho Falls. At 9 p.m. there was an explosion. One reason this accident was particularly significant for the nuclear industry was that the three crewmen were the first fatalities in a reactor accident.

As soon as the implications of the accident were apparent, Daniel I. Cooper, Managing Editor of NUCLEONICS, was on his way to Idaho for a firsthand account. With a representative of the AEC he toured the accident site, approaching to within 100 feet of the reactor (other reporters stayed in the headquarters area, three-quarters of a mile away).

Why should Dan Cooper want to get such a close-up view? Mainly because he is a physicist as well as an editor. Dan holds a PhD from Massachusetts Institute of Technology in nuclear physics; began his career with NUCLEONICS in 1954. He is *one of three PhDs* on the editorial staff of this magazine.

As a result of his investigations NUCLEONICS WEEK, a weekly newsletter published by NUCLEONICS, gave its readers in the nuclear field the first technical coverage of this accident in its January 12th issue, mailed January 10th, just one week after the explosion. To give the story full coverage, the edition was enlarged 33% and a 6-page foldout with explanatory diagrams was added.

But this wasn't all. Subsequent issues of NUCLEONICS WEEK, plus the regular February and March issues of NUCLEONICS, followed up with further detailed coverage and photos of the reactor building interior.

This flair for pouncing on important stories and clinging to them tenaciously is characteristic of McGraw-Hill editors. But it's one thing to report news; another to interpret it authoritatively. Backed by the learning and experience of men like Dan Cooper, McGraw-Hill offers the best of both worlds.

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Editor Cooper (*right*) and Dr. Willis Johnston, Health Physicist from the Idaho Operations Office of the AEC, check radiation (a safe 160 mr/hr) at SL-1 enclosure perimeter. Both wear special protective coveralls nicknamed "Mickey Mouse" suits; Cooper also carries portable tape recorder for his notes in case paper might become too contaminated to keep when he left affected area. In the background stands the building housing the doomed reactor; the explosion and almost all of the radioactivity were contained by it.

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GF Puts 2nd Brand, Yuban, on Shelves to Hike Coffee Market Share: Larkin

Marketing Strategy Stories Told as Sales Execs Honor Successes

NEW YORK, March 21—Just one year ago, Instant Yuban coffee came to the New York market. Today it boasts of being the No. 3 soluble brand in that area; the No. 3 soluble brand in Philadelphia and San Diego; and No. 2 in Los Angeles and Boston. The ultimate aim is national distribution.

How the brand got there was spelled out by Arthur Larkin, general manager of the Maxwell House division of General Foods. He spoke last week at the second annual conference on marketing strategy of the Sales Executives Club of New York.

Four years ago, Mr. Larkin said, the division took a look at the coffee business. It claimed leadership in ground coffee, soluble coffee and decaffeinated coffee. The problem was to stay out in front. "There was plenty of competition nipping at our heels," he said. "Our last count showed some 1,000 brands of ground coffee and 450 brands of soluble on supermarket shelves."

■ The division's study of the market indicated a fast-growing soluble coffee category, doing well over $400,000,000 in 1957 retail sales. In addition, "We saw rapid growth in the premium-price coffee field. In New York alone, premium brands had grabbed 33% of the ground coffee market," he said.

All this added up to the following, he said:

"If we could develop a truly recognizable premium quality soluble coffee . . .

"If we could market it profitably at a premium price differential that would be reasonable to the consumer . . .

"If we could devote adequate marketing funds in order to achieve distribution and obtain broad consumer trial . . .

"Then we could further segment this very large and growing soluble coffee market and add to our franchise—by building business on top of business."

Maxwell House put its experts to work. They came up with "the best soluble coffee we in management had ever tasted," Mr. Larkin said.

■ The next step was consumer testing.

Then—a name. "So back we went to the consumer. Hundreds of names were checked for coffee and premium quality associations . . . names like Gourmet, Coronet, Kava, Corte and many others." The winner was a name which the company already had—Yuban, a premium quality coffee introduced in California, Mr. Larkin said.

The name was derived from "Yuletide Banquet," a special blend developed by a roaster in New York, the Arbuckle Coffee Co., bought out by Maxwell House. (Mr. Larkin didn't say so, but Stanley Resor, retired head of J. Walter Thompson Co., coined the Yuban name.)

Next—packaging. "We really covered the waterfront in this area," Mr. Larkin said. After the field had been narrowed down to a few combinations of shapes and labels, he said, "We asked 'you-know-who' (the consumer) to make the final choice."

■ The company was guided by three major considerations in choosing the shape, "deep colors and dramatic name positioning" of the current jar: Consumer requirements; current retailer shelving practices; and prevailing industry standards.

The ultimate decision was to market a 2-oz. jar.

In attempting to determine price, Mr. Larkin said, "We also took a long hard look at the marketing risk. How much investment spending was required? Should we invest all or part of gross profit in advertising and promotion? How long would it take before a payout?"

Eventually it was decided that consumers would pay more for Instant Yuban quality, and they would do so in sufficient numbers that would justify the investment spending "in the long run," Mr. Larkin said.

■ Maxwell House was ready for the advertising and promotion. Prospective buyers were "practically everyone," the company believed. However, it went a step further, and pinpointed its hard-core users. They would be: Between 30 and 50 years old; modern in their outlook; better educated than most; in the medium-and-above income brackets; and concentrated in urban centers.

"Now that we had identified our consumers, we were ready to grapple with the problem of reaching them with an effective creative idea, Mr. Larken said. So first we set our copy objectives to:

"Introduce Instant Yuban with maximum impact; position the brand definitely as a premium coffee; justify the flavor promise in a convincing manner; appeal to all consumers—but with emphasis on the identified "hard-core" users; and create an approach unique to coffee marketing.

"Previous and current coffee advertising had been pretty much in a rut," Mr. Larkin said. "One brand would feature flavor—the imitators would follow suit. Another brand would spotlight aroma—the others would soon jump on the aroma bandwagon," he explained.

■ As a result, the "aged bean" theme seemed to ring the bell when tested with the consumer. Dozens of different layouts employing variations of the aged bean idea were developed. "Again we went to the consumer for final judgment. Depth interviews . . . preliminary print layouts . . . final layouts . . . consumer panels . . . all confirmed our hopes that we had a winner," Mr. Larkin said.

He said the same testing techniques were devoted to tv commercials.

The next phase of the operation was to set media objectives:

1. Reach a broad dual audience of both men and women with high frequency.

2. Focus media weight towards major metropolitan markets; medium-to-upper income families; and better-educated groups.

3. Dominate both media and market during the introductory period.

This called for nighttime tv, "with spot intensification on top of a network base (to be used when we were finally in national distribution)," and, in addition, regional issues of national magazines to extend the quality image and reach customers who were "trading up."

■ On tv, Instant Yuban was advertised through 200 spots a week the first three weeks and 55 a week thereafter. Thirty-five full-page color inserts in six Sunday supplements were used in the first four months, plus both color and b&w ads in 23 dailies.

As a final phase of the introduction, "healthy trade allowances" were provided to encourage stocking, Mr. Larkin said.

Between November, 1958, and October, 1959, the brand was introduced in various markets in California, Ohio and New York state.

Dozens of variations were used in pricing, media, sampling versus couponing, sampling via couponing, and so on. The tests showed that "The profile we had drawn of our prime consumer was accurate," Mr. Larkin said.

Finally, last March, Instant Yuban was launched in New York. A big feature of the introduction was a sampling and couponing campaign. A sample 2 oz. jar and coupon were hung on over 3,000,000 doorknobs in New York. "Over 70% of the families in the urban area received free a 2 oz. jar plus a 15¢ coupon good on the initial purchase of either a 2 oz. or 6 oz. jar," he said.

■ Summing up, Mr. Larkin said: "Through consumer and market research we identified a need. Based on this knowledge we set up a marketing hypothesis. Third came our marketing principles: We developed a superior product; we packaged and sized it properly; we priced it right; and we promoted the hell out of it!"

Mr. Larkin was representing his company, General Foods, named as "marketing strategy company of the year" by the Sales Executives Club.

Others to represent their award-winning companies were: Roy Abernethy, exec vp, American Motors Corp.; H. Wisner Miller, vp and general manager, and B. M. Stevens, assistant general manager, electric typewriter division, International Business Machines Corp.; and S. P. Jacobson, president of the bowling division of Brunswick-Balke-Collender Co.

Eugene B. Mapel, vp of the Chase Manhattan Bank, was named Marketing Strategist of the Year. #

"We would be a willing bride on coordination . . . but we object to common-law marriages."

Braxton B. Carr, President, American Waterways Operators, Inc., colorfully phrases a willingness to coordinate with rails and a strenuous objection to occupying the same premises . . . as reported in Traffic World, the weekly newsmagazine of transportation management. Reprint on request, 500 Summer Street, Stamford, Connecticut.

'Esquire' Names Vopni, Peirsel

Edward Vopni, formerly head of transportation and travel advertising of the *Detroit Free Press*, has been named sales office manager of *Esquire* in Detroit. He succeeds Walter Wesley, who resigned. Tom Peirsel, previously with *Newsweek*, has joined the *Esquire* sales staff in New York.

LILAC TONE—*This color page with dominant lavender tones marks a new campaign for French Lilac line of bath cosmetics by Allen B. Wrisley Co., Chicago. The ad will run in Harper's Bazaar, McCall's, Vogue, Glamour and Ladies' Home Journal. John W. Shaw Advertising, Chicago, is the agency.*

Washington Adopts Law to Regulate Outdoor Signs

OLYMPIA, WASH., March 21—State control of billboards on interstate highways in Washington state became law March 11.

Before representatives of some 28 organizations that had been working for regulation of roadside signs, Gov. Albert Rosellini signed legislation that brings Washington into conformity with federal billboard-control standards.

With the exception mainly of advertising of services offered to the traveling public within 12 miles ahead, the legislation prohibits billboards within 660' of interstate highways or along state highways in sections designated by the legislature as scenic areas.

■ The signing of the bill brought the comment from J. Lister Holmes, chairman of the Washington Roadside Council, that the new restrictions would protect the tourist industry, preserve portions of scenery, safeguard the interstate highway system and make highways safer and more pleasant for travel.

Mr. Holmes said that enactment of the law was a victory for public opinion after a "tremendous struggle against interests which have fostered practices now to be regulated."

The legislation allows three years for removal of non-conforming signs. It also directs the interim highway committee to recommend to the next legislature, in 1963, additional scenic areas where signs are to be controlled.

NO OUTDOOR SIZE CHANGES: HODGES

WASHINGTON, March 21—Commerce Secretary Luther Hodges announced last week that he has no intention of relaxing the existing size limits on outdoor boards along the new interstate highway system.

A proposal to permit standard size 24-sheet boards had been circulated for consideration by former Commerce Secretary Frederick Mueller last December. Secretary Hodges has already stated informally at press conferences that he has no intention of approving the change. (AA, Feb. 27).

In announcing the decision to reject the change, Secretary Hodges said his decision is in accord with recommendations of Undersecretary of Commerce Clarence D. Martin, West Coast auto dealer who recently came into the department, and federal highway administrator Rex M. Whitton, former chief of the Missouri highway department. #

Red Owl Seeks KRSI Stock

Red Owl Stores, Minneapolis-based food chain, has signed an agreement to acquire the stock of Radio Suburbia, operator of KRSI, suburban Minneapolis radio station. If the transfer is approved, the station would be operated as an independent subsidiary of Red Owl. The food chain has said it would continue using all Twin Cities broadcasting media as before, and the station would continue selling time to all advertisers. Erling E. Rice will be president of the subsidiary, if the transaction is approved. One of the new directors would be John C. Cornelius, retired former exec vp of Batten, Barton, Durstine & Osborn.

'Catholic Market' to Bow

The *Catholic Market*, a controlled circulation quarterly, will be published beginning next October by the *Catholic Digest*. The magazine, which will go to 35,000 persons in diocesan purchasing offices, institutions, schools, colleges and parishes, has set a b&w page rate of $1,050. John McCarthy, executive editor of the *Digest*, has been named publisher. An advertising manager will be named later.

AMA Sets Dates for '62 Show

The 44th National Automobile Show will be held Oct. 20-28, 1962, in Detroit's Cobo Hall, the Automobile Manufacturers Assn. reports. Cunningham & Walsh handled advertising for the last two national auto shows, but no agency has been named yet for the '62 exposition.

Nargus-'Post' Set Drive

The fifth annual "Food Store Spectacular" co-sponsored by the National Assn. of Retail Grocers of the U.S. and *The Saturday Evening Post* will be held Oct. 5-14.

Okapi Adds de Lucenay Leon

George de Lucenay Leon has joined Okapi Advertising Agency, New York, as an account executive. He was formerly with Curtis Publishing Co., Murray Hill House and Keystone Advertising Agency.

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WFGA-TV captures a big 51.0% share of audience in November ARB!

From 9 a.m. to midnight, 7 days a week, WFGA-TV corrals a 51% metro share of sets-in-use in Jacksonville. For the biggest return on your advertising dollar, see your PGW Colonel about WFGA-TV.

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IS POST-DISPATCH

...IS, SUNDAY MORNING, FEBRUARY 5, 1961

...e House Home

PERU DROVE REDS UNDERGROUND; CONDITIONS THEY GREW ON REMAIN

Misery and Injustice Raise Possibility of Revolt by Mountain Indians — Wages as Low as 2 Cents a Day.

This is the sixteenth in a series of articles by a Post-Dispatch team investigating Communist infiltration in South America.

By RICHARD DUDMAN
A Staff Correspondent of the Post-Dispatch.

LIMA, PERU, Feb. 4 — The small Communist movement in Peru is adept at strategy, but its influence is easily overestimated. When the government drove it underground last month, much to the satisfaction of the United States, there remained the underlying misery and injustice that feed normal here.

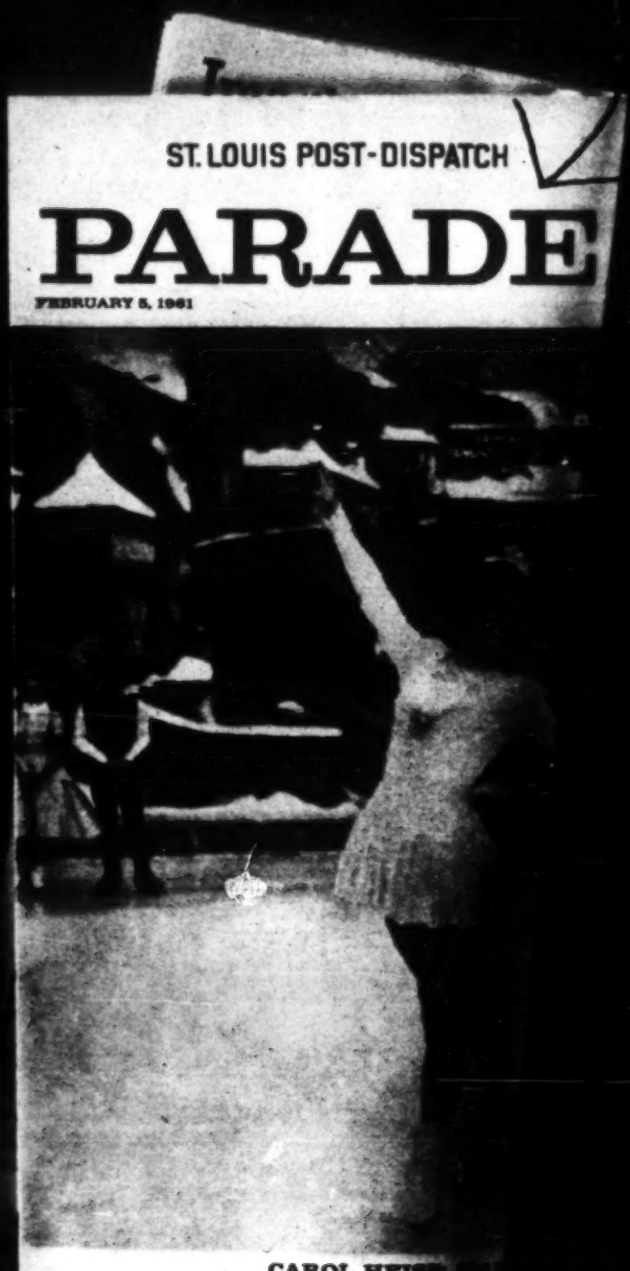
The crackdown was hailed by some as a great multiple victory. The government virtually outlawed the Communist party, broke relations with Fidel Castro's Cuba and suspended the Cuban propaganda news agency, Prensa Latina.

However, the Communists can work effectively underground, having been schooled through years of dictatorship. Moreover, Castro's personal popularity here had already dropped sharply, and most non-papers already had asserted the free news of Cuba by his news service.

...PPORTERS SAY
...D WARDS WILL
...DORSE TUCKER

7.1-TON SPUTN...
BY RUSSIAN...
SATELLITE E...

Unexpected Show...


ST. LOUIS POST-DISPATCH

PARADE

FEBRUARY 5, 1961

CAROL HEI...

By whatever yardstick you measure power in a newspaper, the St. Louis Post-Dispatch has it! The Post-Dispatch reaches 65 per cent of all families in the rich A.B.C. City Zone weekdays and 79 per cent on Sunday. It carries 64 per cent of all newspaper advertising in the St. Louis market weekdays and 64 per cent on Sunday. National recognition of editorial leadership includes five Pulitzer prizes and numerous other awards. St. Louis is one of the very few two-newspaper markets where all three leading syndicated Sunday magazines are distributed by local newspapers. But only one of the three reaches Post-Dispatch families. That one is PARADE.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE — THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

Advertising Age

Feature Section

Admen, Meet Leber Challenge

Three Point Survival Plan—Groesbeck

CM Seeks Cure for Ship Ad Malady

Eyes and Ears of Ad World—Neff

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

The Sociologist Peers at Advertising Men . . .

'What Kind of Person Is an Adman?' AA Probes Ad Practitioners and Their Suburban Neighbors

What kind of people are advertising people? What kind of business is advertising? How do the successful people in the advertising business visualize themselves and their business—and is this mental image anything like the mental image of advertising and advertising people which their next-door neighbors cherish? To find out the answers to these and similar fascinating questions, Advertising Age commissioned a personal study by psychological researchers in three widely scattered suburban communities. The results will be detailed in a series of three articles, of which this is the first.

Does this sound familiar to you?

Advertising people are bright, energetic and extroverted.

They tend to be creative, interested in ideas, aggressive and inclined to be glib.

Advertising people are not "average;" or "dull," nor are they snobbish or clannish.

If this sounds familiar, it may be because it is the image advertising people seem to have of themselves.

■ Unfortunately, their neighbors don't always see advertising people the same way.

Their neighbors, people in the same suburbs, often products of the same schools, with the same number of children and many of the same interests, and in the same general income bracket, frequently have a quite different impression of advertising men.

■ Last spring ADVERTISING AGE asked Market Psychology Inc. to look into the question of how advertising people see themselves, and how their neighbors see them. The process entailed interviewing 85 advertising agency men in their homes in the suburbs—in Westport, Conn., Winnetka, Ill., and Birmingham, Mich. For balance, similar interviews were conducted with 80 of their neighbors.

These interviews show the neighbors looking at advertising men with considerable skepticism. They don't see the advertising man as nearly so energetic as he sees himself, nor quite so bright.

They see him as considerably *more* glib and superficial than he thinks he is, and much *less* interested in ideas than he thinks he is.

■ But there are areas in which the opinions of both groups are congruent. For example:

- They are agreed that the advertising man is an opportunist; that he tends to be a heavy drinker; and that he is neurotic.
- They are agreed that he is neither dull nor average.
- Neither the advertising man nor his neighbors think of the advertising man as a "solid citizen." In fact, a substantial proportion of the neighbors think of the advertising man as irresponsible.

And yet . . .

Perhaps the strongest single aspect of the study is the high regard evidenced by advertising people for advertising, for the people in advertising, and for the advertising business as a place to work, or to have their favorite nephew enter as a neophyte.

Advertising people obviously like and respect advertising.

They say, for instance, that they would prefer a next-door neighbor to be in advertising. No other occupation comes close.

Similarly, if they were to pick from a representative list of occupations, advertising people say their preference for a husband for their sister would be someone in advertising. (The next choice was the self-employed professional, a category which clearly has great appeal among most of the suburbanites interviewed.)

■ This high regard for advertising and its practitioners was by no means mirrored by the neighbors. They see advertising and its workers in a far less flattering way. One respondent complained of advertising's juvenile character; he noted that "young fellows in advertising bothered him" because they never seemed to get out of college; they were tangled in jargon and had no idea of the important part advertising played in the economy. The older men in the advertising business seemed solid enough to him, but at a recent luncheon with a group of young advertising men "all I could think of was going to a college reunion—and worse than that, a Dartmouth reunion."

And when the neighbors were asked what kind of person they would like to have as a next-door neighbor, they chose—by a two-to-one majority over the next occupation—a self-employed professional. The neighbors' second choice was an educator for a neighbor, and more of the neighbors preferred an educator as a neighbor than did advertising men—although advertising people like to think of themselves as interested in ideas.

Advertising ranked last. Only 4% of the neighbors thought they would prefer to have an advertising man for a neighbor. *(See chart, Page 90.)*

■ It might be reasonable to suppose that, if you don't want an advertising man as a neighbor, you would be indifferent to him as an in-law. Advertising ranked fourth among six occupations in the choice of the neighbors. First choice was the self-employed professional, and advertising did better than retailing and banking, but only 4% of the neighbors would prefer their brother-in-law to be an advertising man.

So the verdict is mixed. Advertising people like advertising people. "As people go," one enthusiastic advertising man told an interviewer, "they're about the nicest, most interesting, most intelligent, most flexible, of any." A non-advertising man conceded that advertising people have "pleasant, volatile personalities," but added that he wouldn't want any of *his* family in advertising because "of the tensions and hours involved . . . Monetary gains are at the expense of a happy home life."

Similarly, a non-advertising man found fault—"They are a defensive group of people . . . have an inferiority complex." And an advertising man said crisply: "Some things the good ones are not—they are not drunks or exhibitionists; they don't tend to any great degree to be immoral, untruthful, or in general a fake or a phony."

Background of the Study

In May of 1960 the firm of Market Psychology Inc. conducted interviews in three specially selected suburbs or exurbs of New York, Detroit, and Chicago. In Westport, Conn., in and about Birmingham, Mich., and in Winnetka and Highland Park on the North Shore of Chicago, advertising agency men and their non-advertising neighbors were interviewed at length in their homes. There were 165 interviews, 95 with a structured projective questionnaire (49 advertising men, 46 non-advertising neighbors), and 70 with a semi-structured qualitative questionnaire (36 advertising men, 34 non-advertising neighbors).

All advertising respondents work for advertising agencies in one of the three large cities near them. Their jobs include practically every function within an agency: vice-presidents and other executives, account executives, creative administration, art and copy directors, office managers, etc. Their non-advertising neighbors included many in executive positions, such as business managers, vice-presidents, assistants to presidents, executive vice-presidents, district and regional sales managers, office managers, together with a wide range of other kinds of non-advertising work, including 1 builder, 1 mason, 1 teacher, 1 lawyer, 1 physicist, 1 engineer, 1 real estate manager, 1 labor relations director, 1 trucker, 1 pilot.

Responses center about three main areas: what advertising men and their non-advertising neighbors think of themselves and of each other as *people* (today's article); how they separately feel about advertising *jobs* versus other kinds of work; and their different opinions concerning the current state of *advertising* in the U. S. today.

What Are an Adman's Traits?

Is an advertising man a **"solid citizen"?** Only 5% of the advertising people think so, and none of the neighbors do. By way of contrast, nearly two-thirds of the advertising people and more than half of the neighbors think of people in banking and finance as "solid citizens."

Elaborating on this general idea, advertising is not seen as a field where **"honest and straightforward"** people are most likely to work. Only 8% of the advertising people think so; they ranked banking and finance first in this category. None of the neighbors thought of advertising as a field where honest, straightforward people would be likely to work, and their

Profile of the "Advertising Man"

As He Sees Himself...

As His Next-Door Neighbor Sees Him...

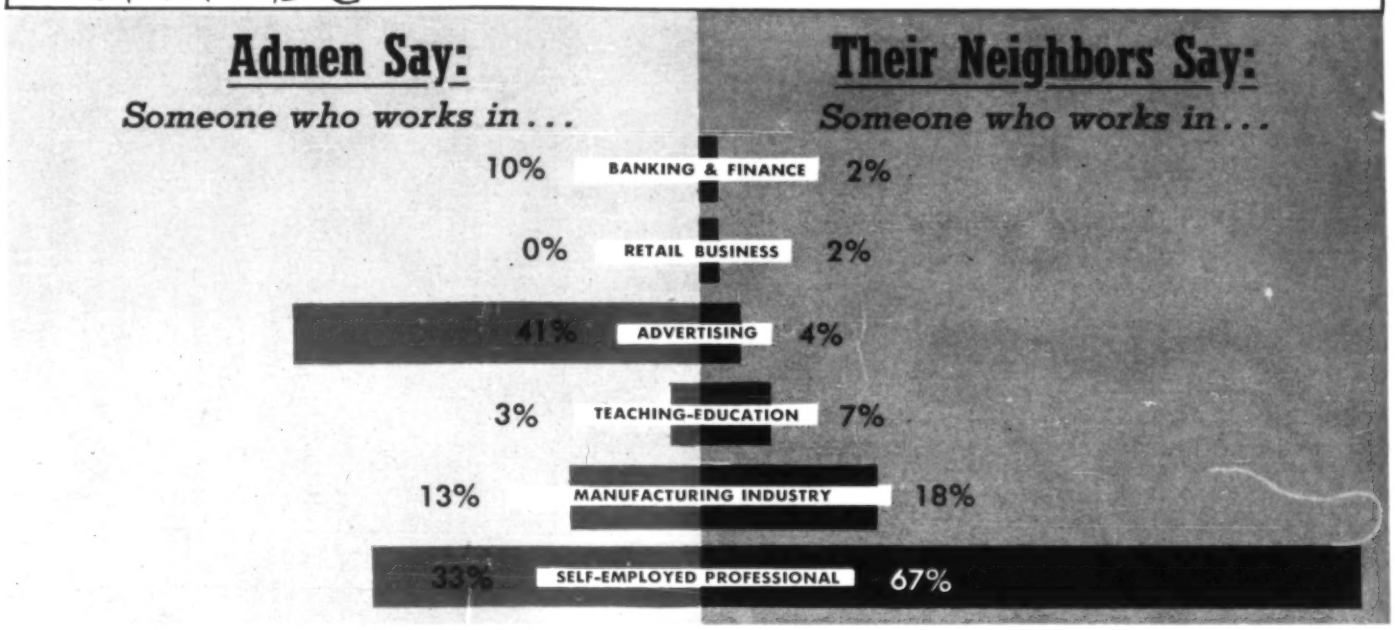
As He Sees Himself		As His Next-Door Neighbor Sees Him
5%	SOLID CITIZEN	0%
8%	HONEST, STRAIGHT-FORWARD	0%
7%	RELIABLE, RESPONSIBLE	2%
71%	ENERGETIC	29%
71%	BRIGHT YOUNG MAN	34%
96%	INTERESTED IN IDEAS	51%
74%	TREND SETTERS	32%
93%	ORIGINAL AND CREATIVE	67%
0%	AVERAGE MAN	0%
2%	INTROVERT	5%
76%	EXTROVERT	61%
64%	AGGRESSIVE	33%
0%	DULL	0%
12%	IRRESPONSIBLE	24%
40%	GLIB, SUPERFICIAL	59%
2%	WISHY-WASHY	5%
5%	CLANNISH	16%
7%	SNOBBISH	19%
32%	IVY LEAGUE	45%
40%	OPPORTUNIST	41%
31%	NEUROTIC	53%
40%	HEAVY DRINKER	53%
5%	LIBERAL DEMOCRAT	2%
13%	CONSERVATIVE REPUBLICAN	5%

leading choice was also banking and finance. Nor is advertising a place where **"reliable, responsible"** people are likely to work, according to advertising people—only 7% thought so. And only 2% of their neighbors thought reliable and responsible people would be likely to work in advertising. Banking was again the choice of both groups.

■ Banking fared very well in this portion of the study, but a closer look at the tables and charts on this page would seem to give little comfort to whomever is in charge of worrying about banking's image. For, while banking is regarded as attracting solid, reliable, responsible people, it is regarded as unlikely to attract energetic people. It is regarded as laggard, uninterested in ideas, as unoriginal and uncreative, introverted, non-aggressive. It is regarded as a field likely to have dull people working in it, and banking people are regarded as clannish, snobbish, and overwhelmingly Republican. People from banking and finance also won low marks as desirable next-door neighbors, and as prospective brothers-in-law.

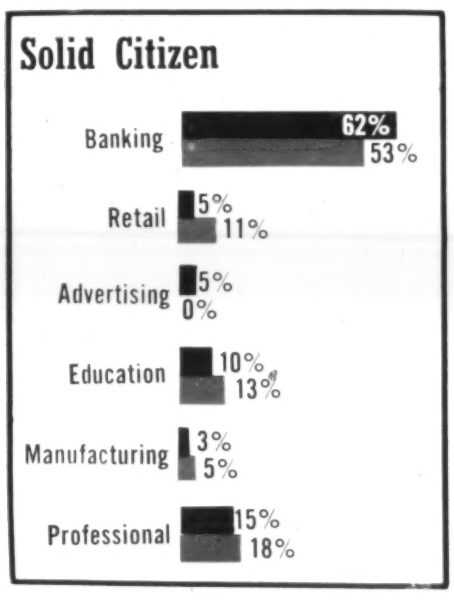
Advertising people regard themselves highly on the score of energy. When asked what kind of business would **energetic** people be likely to work in, advertising people say advertising—by 71%. The neighbors don't agree; only about 29% think of advertising as a field for energetic people, and their top choice is the self-employed professional (45%).

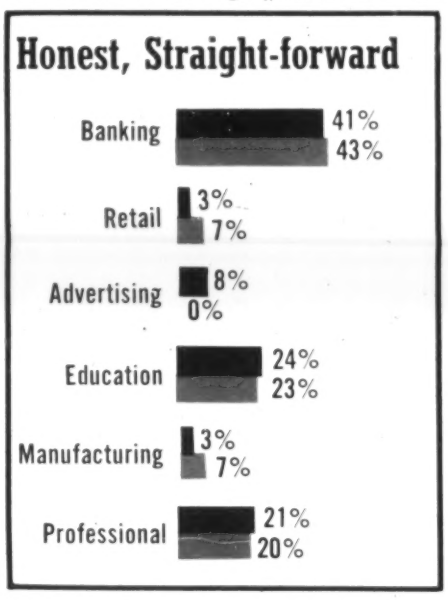
Whom Would You Prefer To Have Your Sister Marry?

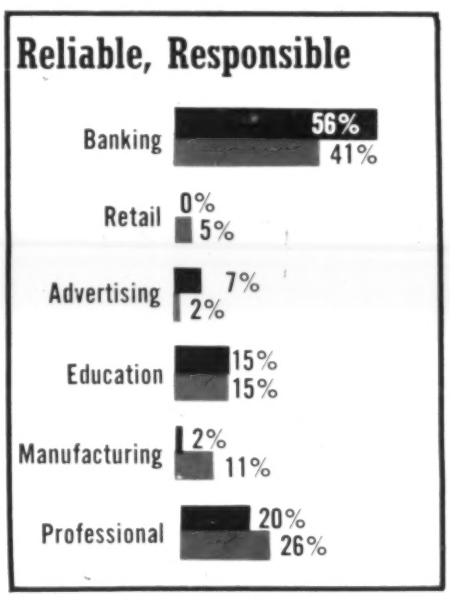

Admen Say:
Someone who works in . . .
Their Neighbors Say:
Someone who works in . . .
10% BANKING & FINANCE 2%
0% RETAIL BUSINESS 2%
41% ADVERTISING 4%
3% TEACHING-EDUCATION 7%
13% MANUFACTURING INDUSTRY 18%
33% SELF-EMPLOYED PROFESSIONAL 67%

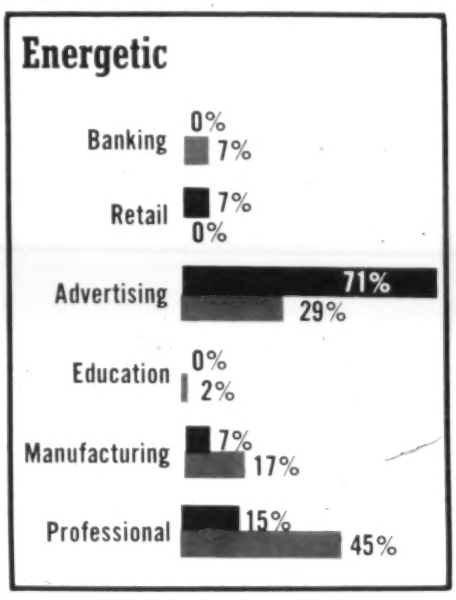
Advertising has sometimes been described as a business for **bright young men.** This seems to be a position more popular with advertising people than their neighbors. Where 71% of the advertising people think advertising is the field where one would be likely to find a bright young man working, the neighbors' choice is the self-employed profes-

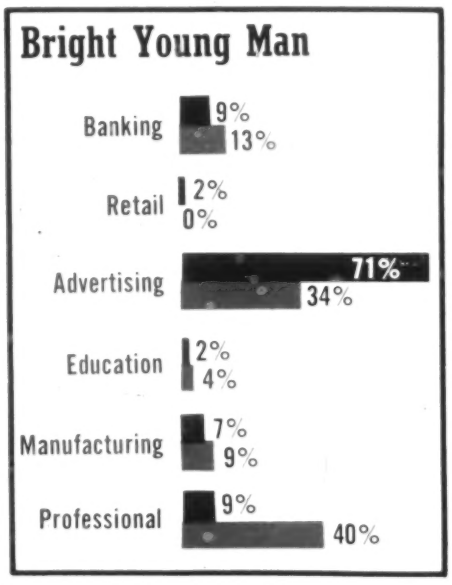
How Admen and Their Neighbors Match Personal Characteristics to Employment

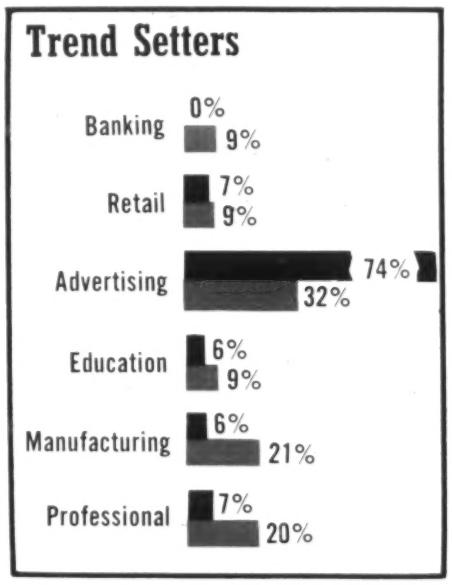


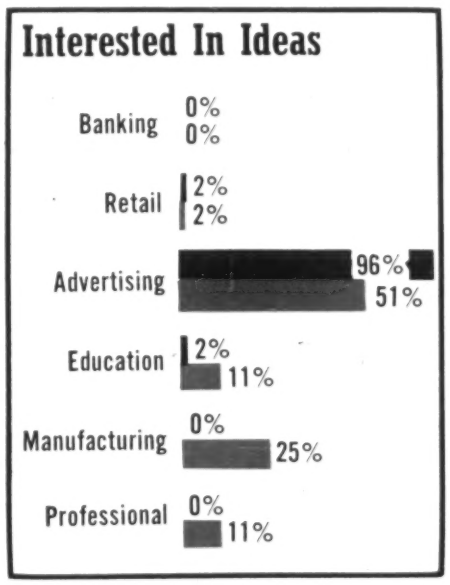


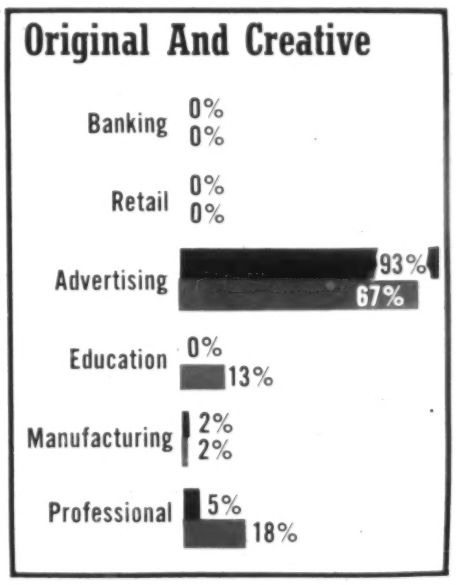








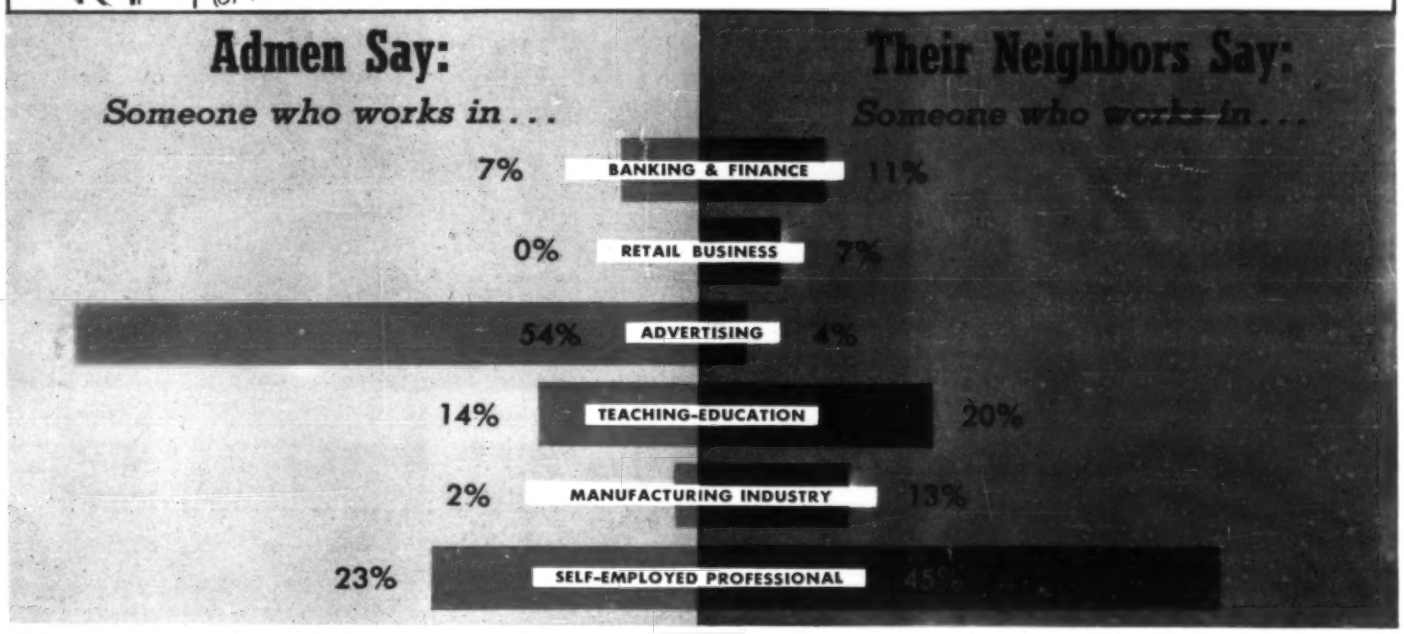




Advertising People Neighbors

The 24 "trait" charts above and on the following pages show the answers of respondents to the question, "Which industry would someone who is a 'solid citizen' be most inclined to get into?" The second chart above shows the answers to the question, "Which industry would someone who is 'honest, straightforward' be most inclined to go into?", and so on for each of the 24 charts. The responses of advertising people are shown in black, those of their non-advertising neighbors in red. The result is an interesting profile of the "image" of six dissimilar types of endeavor, as seen by suburban residents in three upper-class areas in the East and Middle West.

Whom Would You Prefer As Your Next-door Neighbor?


Admen Say:
Someone who works in . . .
Their Neighbors Say:
Someone who works in . . .
7% BANKING & FINANCE 11%
0% RETAIL BUSINESS 7%
54% ADVERTISING 4%
14% TEACHING-EDUCATION 20%
2% MANUFACTURING INDUSTRY 13%
23% SELF-EMPLOYED PROFESSIONAL 45%

sional (40%), with advertising second (34%).

Is advertising a place for **"trend setters"**? Advertising people think so, by a 74% margin. The neighbors are inclined to agree, but not so overwhelmingly. Advertising is first choice, by 32%.

Elaborating on these general ideas, the groups were asked where people who are **interested in ideas** are likely to work. Advertising people are sure—by an overwhelming majority, 96%—that they work in advertising. The neighbors agree; 51% think of advertising, but the manufacturing industry is runner-up with 25%. Manufacturing rated zero with advertising people, and this may be an echo of agency experience with client intransigence.

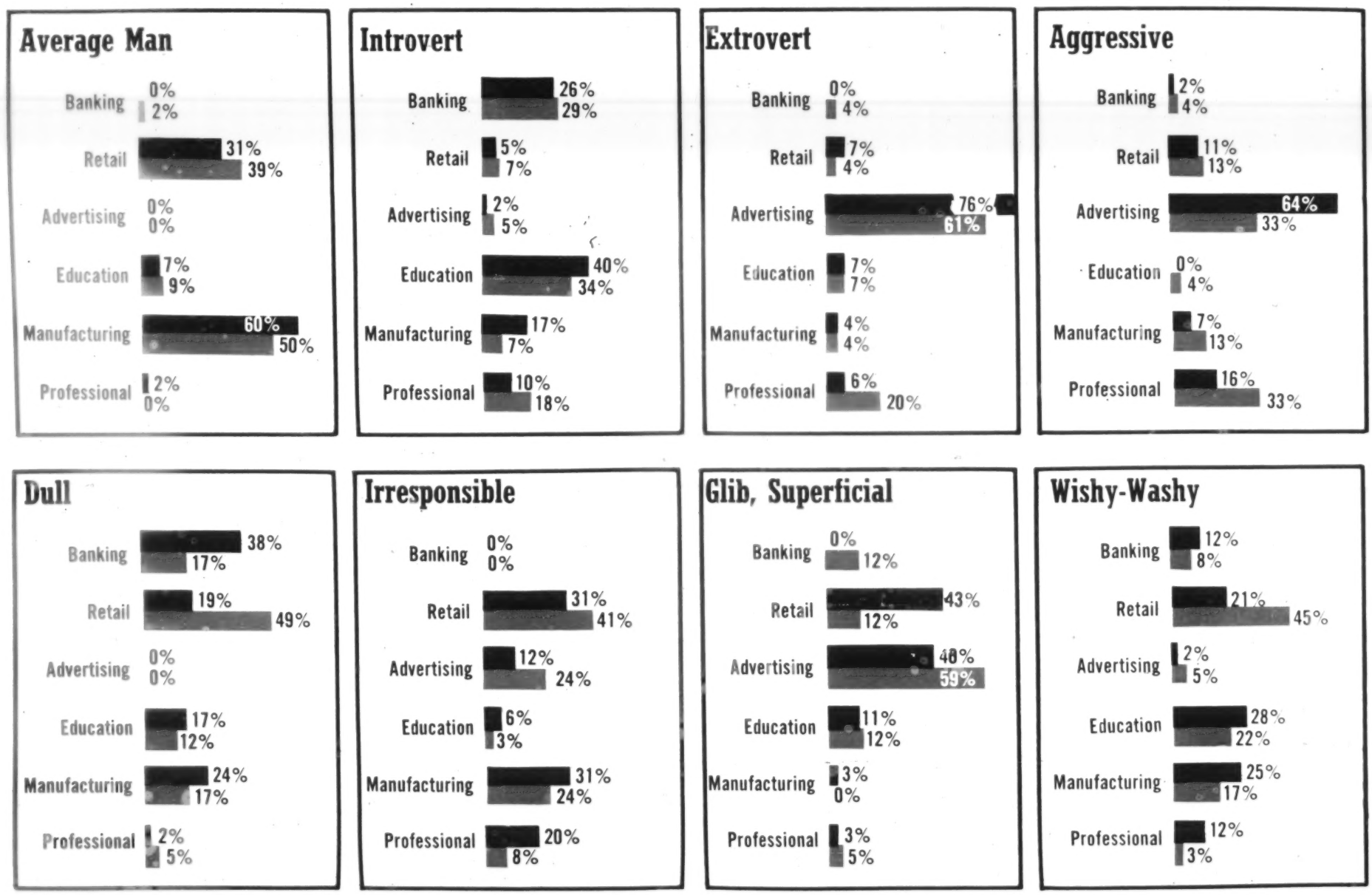
One of the surprises of the study is the consistently low regard for retailing and retailers. The retailer emerges as low in honesty and reliability. His field is thought to be poor for the energetic, the bright, the interested in ideas. Retailing appears to be regarded as a poor field for the creative person; it is the haven for the average man. Retailers draw low marks for aggressiveness, and high marks for dullness and irresponsibility. They emerge as glib and superficial, and wishy-washy. Retailers are not regarded as snobbish or clannish or "Ivy League." They rated at the bottom of the totem pole as prospective neighbors or in-laws.

■ It may be that these views, and their reflections on the retailing community, are the product of the upper-class suburbs in which the interviews were conducted. The feeling of the suburbanite that the local retailers are battening on him is common. It may be significant that the advertising man, who has to work with retailers, has a consistently higher regard for the retailer than does his non-advertising neighbor. One might suppose that retailers, as entrepreneurs, would rate a notch higher in the regard of their neighbors, but this does not seem to be true.

Where are **"original and creative"** people likely to work? Advertising people say advertising (93%). The neighbors agree, but by 67%. The neighbors and advertising people alike gave zeroes to banking and retailing.

"Original and creative" are attractive words to advertising people, and by at-

Admen Seen as Extroverts, Aggressive, Superficial, But Not Dull or Average



Are you missing a big slice of the travel market?

American Airlines isn't—neither is United Air Lines, Pan-American World Airways, Avis, Hertz, British Overseas Airways Corporation, Cunard, Matson, Grace, Western Hotels, Hilton Hotel Corporation—nor more than 150 other travel, hotel and resort advertisers, large and small, national and regional.

And neither is General Development—see their 8-page insert in the March 27th SPORTS ILLUSTRATED, Eastern and Midwest Regional editions, featuring the sumptuous new Port St. Lucie Country Club. It's a colorful example of how SPORTS ILLUSTRATED's own contemporary editorial setting provides the perfect background for the travel industry's most contemporary advertisements.

Travel advertising in SPORTS ILLUSTRATED not only finds readers in the mood for travel—it finds them with the money and the time, too. Nearly one-third of the 950,000 families who read SPORTS ILLUSTRATED are entitled to 4 or more weeks' vacation. The median household income is $10,835, almost the highest of any magazine. Very nearly half own two or more cars. They actually hold nearly 1 of every 9 passports in the entire U.S.—and 1 out of 6 of all the air travel cards.

But then it's only reasonable that families who read an active magazine make up an active market. And in 1960, only 4 magazines in the land carried more consumer advertising pages than did SPORTS ILLUSTRATED.

Sports Illustrated

tributing them to their own field they attribute the qualities by extension to themselves. Non-advertising people sometimes move from the good qualities to qualities they dislike. One respondent said, "I know some that are fine. Like any business, there are also a lot of damn-fool crackpots; perhaps more in this field than any other. There is a terrible turn-over from one company to another. There is an element of the four-flusher. Then there are some sound, conservative people—then again you find a bunch of crackpots putting on a good front. They are frightfully extrovert . . ."

■ One thing both advertising people and their neighbors agreed: advertising is not likely to attract the **average man.** Advertising people say the average man is most likely to work in manufacturing industry (60%), and this may be another reflection of the ancient antagonism for the client, who has the last word, okays the copy and the expenditures, and may move the account. The neighbors think first of manufacturing (50%), and second of retailing (39%).

Where would an **introvert** work? Certainly not in advertising—only 2% of the advertising people see advertising as a place likely to have introverts working, and the non-advertising group confirms this opinion. The choice of both groups as a place to find introverts is education.

Now, where would an **extrovert** work? Why, in advertising, of course. Some 76% of the advertising people thought so, and the neighbors agreed by a 61% margin.

One interviewer was told by an advertising man that advertising people generally are "somewhat extroverted. I find them personally very interesting to deal with and work with." Another adman says, "If I were not very enthusiastic about people in advertising, I would not be in the business." A non-advertising neighbor chimes in: "Definitely extroverts. They would almost have to be. They are more original, must have a sense of proportion, artistic capabilities, and the knack of knowing what the consumer might be looking for . . . I like most of them. They are definitely more interesting than others."

It may seem that "extrovert" and **"aggressive"** are close in meaning, but respondents made a distinction. While advertising people think advertising is the field in which an aggressive person would work (64%), the neighbors rate advertising equal with self-employed professionals (33% each).

■ Both groups think **"dull people"** aren't likely to work in advertising. Advertising people think dull people are more likely to work in banks or manufacturing industry. The neighbors' choice for dull men is retailing (49%).

It will be recalled that advertising did poorly on the ground of responsibility and reliability. When the question was put somewhat differently, and respondents were asked where **"irresponsible people"** would be likely to work, retailing was the thumbs-down winner. Advertising people thought advertising attracted irresponsible people to only a minor degree (12%); non-advertising people doubled advertising's percentage (24%). Retailing led as a job for the irresponsible (31% of the advertising people and 41% of the non-advertising people).

■ When the questions were turned to "negative values," advertising people tended to take a rather dour view of themselves, but in many cases their neighbors take an even more caustic view.

For example, the question of where a **"glib, superficial"** person is likely to work: advertising people thought of advertising, but they ranked it second to retailing (40% vs. 43%). The neighbors chose advertising by 59%.

■ As the chart on Page 90 shows, advertising people rated retailers highest in glibness and superficiality. Non-advertising people ranked retailers equal with bankers and educators.

Neither set of respondents felt that **"wishy-washy people"** are likely to go into advertising; only a minor percentage picked advertising from either group. Advertising people divided equally among education, manufacturing and retailing for "wishy-washy" people. Non-advertising people picked retailing (45%).

Clans, Snobs and Ivy Leaguers

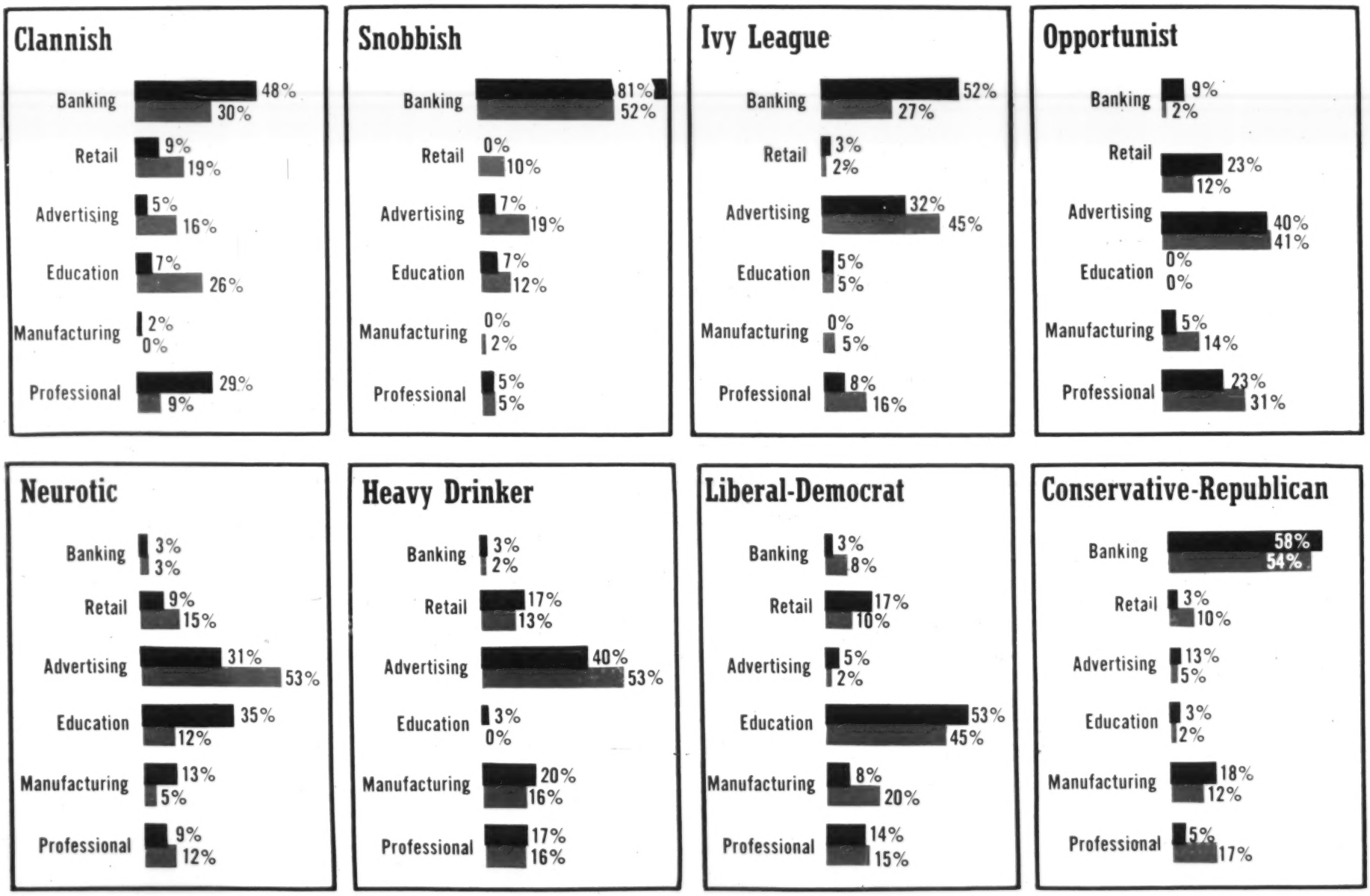
It has sometimes been said that advertising people tend to segregate themselves; that the concentration on Madison Ave. is a bad thing, as are the clusters of admen in Fairfield and Westchester counties. On balance, however, the admen in this study do not feel that **"clannish"** people are likely to work in advertising; the opinion of advertising people is that both banking and finance and self-employed professionals tend to be clannish. The neighbors don't seem to think advertising is clannish either, not in comparison with banking and education.

■ The question of whether a business is snobbish may be close in concept to clannish. Advertising people don't think of advertising as a business likely to attract **snobs.** Their idea of a business with snob-appeal is banking. Non-advertising neighbors are inclined to agree; banking won in a walk, although advertising was second with 19%.

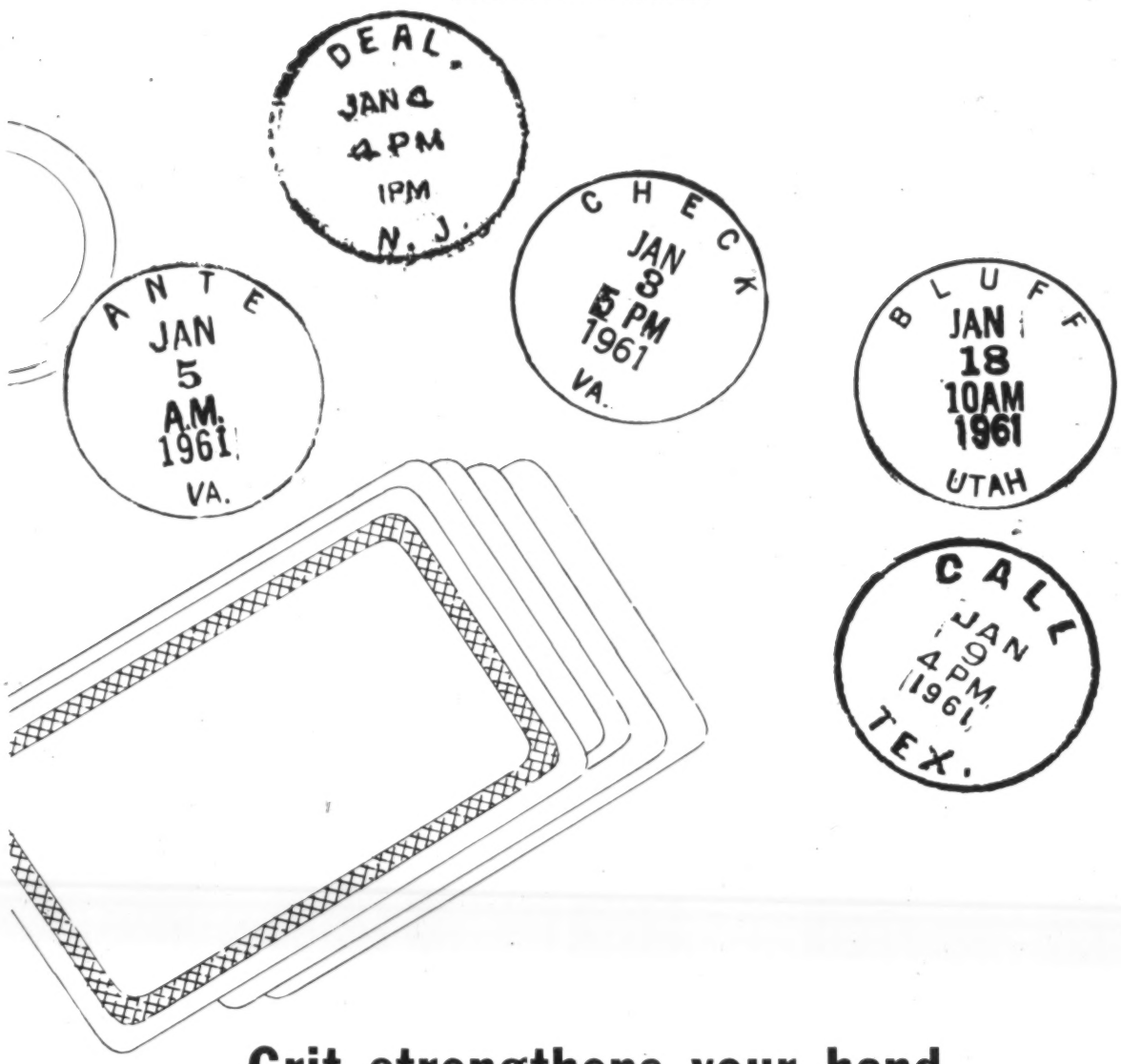
The question was asked another way—in what business would **"Ivy League"** people be most likely to work. So far as advertising people are concerned, banking and finance is the business where Ivy League people are likely to be found. Advertising is second, in their opinion, with about 60% as many voting for advertising as for banking. The neighbors don't agree—advertising is an Ivy League occupation, and it led their list, with 45% of the votes, double that of banking, and nearly three times that of the professional.

■ Incidentally, the three cities differed somewhat in their appraisal of the question: advertising and non-advertising groups in Chicago split their "Ivy League" responses equally between banking and advertising; in Detroit and New York, the advertising groups insisted banking contained more Ivy League people than advertising. Their neighbors, on the other hand, insisted equally that advertising had more "Ivy League" people than banking.

Neurotics and Heavy Drinkers Visualized in Ad Ranks, as Well as Ivy Leaguers



The postmarks are actual reproductions



Grit strengthens your hand in 16,000 small towns

We'll lay our cards right on the table: if you are a national advertiser and are relying on the big mass magazines to cover your market . . . you need Grit.

Why? Because the major mass magazines circulate primarily in big cities . . . give you relatively sparse coverage in hard-to-reach small towns. Grit adds a concentrated solution of small-town readership . . . to help provide *balanced national coverage*. A majority of Grit's 850,000 families live in towns of 2500 or fewer . . . a bare tenth of 1% in cities of 1,000,000 or more.

Moreover, Grit maintains an 80-20 editorial-to-advertising ratio . . . which assures your ads of high visibility. And Grit is edited by people with small-town backgrounds, people who understand small-town needs and interests . . . your assurance of a vital editorial atmosphere.

And the cost is low. In fact, you can reach Grit's 16,000 small towns with a big-space campaign for about $2 per town per year! Small wonder so many blue-chip advertisers —firms with millions invested in major mass media—keep Grit on their schedules. May we deal you in?

GRIT

Grit Publishing Company, Williamsport, Pa.
Represented by Newspaper Marketing Associates

Opportunists—Neurotics—Drinkers

What is the meaning of "opportunist"? Is its connotation one who lives by expediency, a sharp operator, a man with an angle? Or does it mean one who is alert, on his toes, mobile and flexible? Whichever meaning it has, advertising people, by a substantial majority (40%) think advertising is a business where opportunists are likely to work. The neighbors confirm the judgment—advertising is ranked first (41%), followed by self-employed professionals.

Do neurotics gravitate to advertising? Are neurotic people likely to work in advertising? Advertising people apparently think so: they ranked advertising second to education as a field likely to have neurotics working in it (31% vs. 35%). Non-advertising people took a harsh view: they believe advertising is likely to have neurotics working in it, by a substantial 53% majority—three times the number of choices of the other fields.

■ In explanation, one adman told an interviewer: "A great proportion of the people I know are basically frustrated. They have abilities they are afraid to use or unable to use . . . Most of them feel they are more creative than their profession requires." A non-advertising man marks their sensitivity to criticism of advertising, "of which there is a great deal. They spend half their time explaining it away, and being defensive about being in it." Another adman explains that "there's always the bad hysterical type. I guess they are fairly keyed-up, talented intense people who feel insecure in the business. For the most part you will find them pretty intelligent, genuine people." Then he added, "There are also some real phonies."

On the subject of heavy drinking, that favorite fictional characteristic of advertising men, both panels are agreed. The "heavy drinker" would be most likely to work in advertising: advertising men say so (40%) and double the next category, manufacturing; non-advertising men agree (53%) and their margin of agreement is three times the next classification.

Politics: Neuter

Some concern has been displayed in the advertising business because advertising people have been depicted as political sycophants, so much so that the Democratic National Committee had some trouble placing its account with a major agency a few years ago. Also, advertising men have been depicted as full of guile, talking strongly Republican and secretly voting Democratic. But this study tends to show advertising is close to neuter, so far as politics is concerned.

When asked in what field "Liberal-Democrat" people would be likely to work, advertising people ranked advertising next to last, with teaching first (53%). Non-advertising neighbors ranked advertising men last as liberal Democrats, and agreed teachers were first—45%.

Nor does the advertising man cast much of a shadow as a Conservative-Republican: Advertising people ranked advertising as the third most likely field for the conservative Republican to work in, with banking first at 58%. Non-advertising people saw advertising next to the last place a conservative Republican would be likely to work, with banking first at 54%.

What Kind of People Are Admen?

In direct response to a question about what kind of people worked in advertising, the respondents gave clusters of responses, grouped here. The percentages add to more than 100% because of multiple responses.

Here's how the *advertising people* answered:

- They are more interesting and more interested than most people because they are more interested in ideas, in many things; their minds are always darting about, and they see many facets of a problem. They are stimulating, generally well-educated and better informed, intelligent. 46%
- They are more creative, more talented than others. 29%
- They are aggressive people with restless minds, eager to understand, always on the lookout for what is new; they are extroverts, have drive and stamina, are enthusiastic, keyed-up, intense. 26%
- They are like anyone else; they run the gamut of personality; they are a cross-section of human nature. 17%
- They are hardworking, responsible people and able practitioners. 14%
- They are likable, most wonderful people in the world, a nice bunch of people. 11%
- They are frustrated; most feel they are more creative than their profession requires; they are insecure, and lack emotional stability because of the pressures of the business. 11%
- They are not always sincere, and some are real phonies; their idea of their own importance is terrifically overrated. .11%
- They are loyal wherever they are, sincere, dedicated, conscientious. 11%
- They like people, have real sensitivity to people, are more humanitarian. ...9%

The Neighbors Sum Up

The largest group of responses from the non-advertising neighbors clustered in four groups, and is considerably less kind. For one thing, qualities like being "aggressive" are linked not with "restless minds" or enthusiasm, but with strongly competitive behavior. Here's the summary of how *the neighbors* answered the question of how they feel about people in advertising, and what kind of people advertising people are:

- They are smart and intelligent, clever and creative, more or less artistic, interesting, well-educated, have creative ability and imagination, and also are more aware of life around them than the average person. 48%
- They are aggressive, always competing to get on top, extroverts, stimulated, crackpots, four-flushers, sales types. 33%
- They are fine, very fine people, the same as anyone else, all kinds of people. 21%
- They are defensive people with inferiority complexes, frustrated, immature, and lead an abnormal life. 12%

Advertising: Job Profile

It might be fairly said that advertising men rate many negative reactions as people—they are characterized by themselves and their neighbors as not too solid citizens, a-political, glib and superficial, opportunistic, tending to be neurotic, irresponsible, and drinking heavily.

Counter-balancing this, in the minds of both the advertising man and his neighbor, are unusual and forceful qualities. It also appears that advertising people are considerably more sure than their neighbors that advertising people possess these unusual and forceful qualities, but both groups are in substantial agreement.

Advertising people are thought to be, or think of themselves as being, unusually bright young men, energetic and extroverted, trend setters who are original and creative people. They give themselves credit for interest in ideas. They are not thought to be average, dull or wishy-washy.

In research language, when the same two social-distance realities are presented to the groups, there is a notable difference in the answers. Advertising people would like other advertising people living next to them, and to a lesser extent would like a brother-in-law in advertising. When the same situations are presented to non-advertising people, it seems clear that despite the many ways in which they hold advertising people in positive esteem, they do not consider them first choice as a neighbor or as an in-law.

Again, in research language, the fact that advertising respondents attribute many qualities of excellence to people working in advertising is in fact an indirect vote for themselves as possessing these qualities. It is a way of expressing

BIZ QUIZ

Compiled by Lester Leber

WARNING! These aren't easy. No one is likely to know all the answers. But a well-informed adman should get at least a dozen right. You'll find the answers on Page 98.

1. Of the nearly $12 billion spent annually on advertising the largest single chunk goes to
   (A) Newspapers (B) Broadcast media (C) Magazines
2. Share of total advertising that is handled by advertising agencies comes to about
   (A) 10% (B) 40% (C) 70%
3. From standpoint of total billings largest broadcast network is
   (A) CBS (B) NBC (C) ABC
4. Three automobiles have announced that they will abandon tv programs with which they have been connected. The longest sponsorship was
   (A) Dinah Shore by Chevrolet
   (B) Lawrence Welk by Dodge
   (C) Wagon Train by Ford
5. New radio station code limits advertising time per hour of broadcasting to maximum of
   (A) 6 minutes (B) 12 minutes (C) 18 minutes
6. Leading medium for cooperative advertising between manufacturers and retailers is
   (A) Newspapers (B) Radio (C) Direct mail
7. Most daily newspapers charge a national advertiser more than a local advertiser. This differential averages close to
   (A) 20% (B) 40% (C) 60%
8. In newspaper parlance "bogus" refers to
   (A) Type that is set but not used
   (B) Newsstand copies that are not sold
   (C) Advertising copy that is not acceptable
9. *Saturday Review* is now owned by
   (A) Time Inc. (B) McCall Corp. (C) Curtis Publishing Co.
10. Cost of a four-color page is highest in
    (A) *Life* (B) *Reader's Digest* (C) *This Week*
11. Top advertiser in farm publications is
    (A) International Harvester (B) Ralston Purina (C) Ford
12. In 1,000 of America's leading four-year colleges advertising courses are taught by about
    (A) 50 (B) 200 (C) 500
13. Biggest month of the year for department store volume is
    (A) June (B) September (C) December
14. On which of these do Americans spend the most?
    (A) Cat food (B) Dog food (C) Baby food
15. Company with largest number of stockholders is
    (A) General Motors (B) U. S. Steel (C) A.T.&T.
16. There are now more people in
    (A) New York City (B) New York suburbs
17. At the beginning of this century about half our population lived on the farm. Today those who make their living from the land represent
    (A) 5% (B) 10% (C) 25%
18. During the next ten years our fastest population growth will be in the age bracket
    (A) Under 30 (B) 30 to 50 (C) Over 50
19. One of these countries does not belong to the European Economic Community or so-called Common Market
    (A) France (B) Great Britain (C) West Germany
20. Country with largest number of students, including colleges and universities, is
    (A) United States (B) U.S.S.R. (C) China

Where were you when FDR died?

From the bleachers at Ebbets Field a fan booed Durocher at second base . . . a coal miner in Pottsville celebrated a $1.25 increase won by UMW . . . a GI took a sniper's bullet in Okinawa . . . the 9th Army sliced 60 miles deeper into collapsing Germany . . . it was 3:35 pm April 12, 1945 . . . and Franklin Delano Roosevelt died.

Wherever you were, whatever you were doing, you remember the moment you heard FDR was dead. Everybody does. That's the way it hit people. Winston Churchill said he felt he had been "struck a physical blow." Joseph Goebbels telephoned Hitler and said "My Fuehrer, I congratulate you!" General Dwight D. Eisenhower discussed the news with Generals Patton and Bradley, and wrote "we went to bed depressed." And in New York, Chicago, San Francisco . . . in towns and cities throughout the world . . . strangers stopped each other in the street and asked: "Have you heard the news?"

Now, sixteen years after the event, April Good Housekeeping carries you back with FDR—THE FINAL HOURS, a condensation of a memorable book. Bernard Asbell traces hour by hour the events of that day in the Little White House, Warm Springs, when FDR died and an era ended. A reading experience—and typical of Good Housekeeping.

Good Housekeeping
Magazine and Institute/A Hearst Magazine

Guaranteed by Good Housekeeping

actual or potential job satisfactions as they perceive them, or wish them to be. It is reality as they see it.

Similarly, the neighbors' reality is reality as *they* see it.

And one cannot tell whether the non-advertising neighbors express reality based on preconceptions of advertising people, or based on their experiences with the behavior of advertising people themselves.

■ The random comments to explain attitudes are revelatory: an advertising man explains seriously that "the gray flannel suit without the mind and initiative doesn't last very long," and a non-advertising neighbor scoffs at "'Shooting for pie in the sky people'. They can't be idealistic for very long. They must create a sale for something they may not have any faith in." These are patterned reactions, as was the reaction of the neighbor who told an interviewer earnestly that "some of my best friends are advertising people."

One thing is certain: advertising people and their neighbors look at the qualities and the character of the advertising man quite differently, and on the whole the judgment of the neighbors is more harsh.

* * *

In the next article in this series, the advertising men and their neighbors give their reactions to the question of what kind of business advertising is:

- What kind of prestige does it have in the community?
- Is it essential to the economy?
- What kind of home life does it offer?
- How does it rate for advancement?
- What do advertising people like about advertising?
- What do they dislike? #

Agencies Ask Us . . .

Three Policies Which Help Agencies to Survive in Recessions

By Kenneth Groesbeck
Advertising Agency Consultant

It may be a little late to offer these general advices to agencies suffering from the reduced billings and increasing deficits which hit our business in bad times. Those shops which saw the tornado approaching are already in their cyclone cellars; those which didn't may well be already gone with the wind. All of us know how narrow the margin is upon which we operate. It's no surprise, particularly to smaller agencies, to see again how fragile is a business structure so easily shaken by fear and uncertainty, so dependent upon clients' belief in advertising, not as a luxury or a necessary evil, but as a necessity for business continuance.

Kenneth Groesbeck

Examination of agencies which are surviving the present recession shows several characteristics they have in common. It may pay us all to consider the policies these well-run agencies have developed and followed. This, not only to help us through present difficulties, but to guard our future business survival.

■ FIRST. Cash money. Agencies strong enough to weather bad times have built up their working capital steadily from years of prosperity instead of spending this money on larger quarters, unnecessary improvements, too generous profit sharing. It has been a good rule to follow, many of these agencies have discovered, to plough back at least one-third of profits into the business, although such sums are subject to federal taxes.

Where working capital has been small in relation to needs, many agencies have reinvested in themselves an even larger percentage of their good-time profits, aiming at an eventual working capital figure large enough not only to handle all normal needs such as cash discounts and excellent credit establishment, but to provide also the extra margin of safety desirable for any structure, mechanical or business.

The human tendency to hope for the best, eat while the eating is good, has to be recognized and powerfully combatted. It's not a popular policy, nor one easily accepted by optimists, but it is extremely wise, especially in our business.

This proper administration of money is rare. Agencies seem to hate to face reality. Only last week came in a letter deploring the fact that an agency was losing money by giving its clients the same *percentage* cash discounts as the agency received. Obviously, the answer was give clients the same money you earn in discounts, not the same percentages, these being figured on two totally different base amounts.

■ Agencies, it seems, habitually waste money on long shot gambles. They get up expensive presentations where the prospect would respond more enthusiastically to a real selling idea, simply expressed. Most expensive of all, they pay liberal salaries in advance of goods delivered, to smooth individuals who are "close" to some desirable client, who have an "inside track" to some big account. All such highly debatable "investments" drain off working capital and weaken the agency's financial structure so that it is unable to resist adverse winds.

A safe general rule is to build your working capital to a point where you can lose money on your operations for three years and still be in there pitching, with no cuts in necessary personnel in the meantime. How much yearly loss should we count on? The answer to that is different for every agency. This is a question of judgment. All one can urge is realism, and a medium line between foolish pessimism or optimism.

Too many agencies meet losses of billings with immediate reductions in salaries. At the first sight of the coming storm, they begin to throw valuable assets overboard, in morale and good people they can never replace.

■ SECOND, Multiple ownership. The strongest agencies are those where valuable people have been given or have been allowed to buy, part ownership in the agency. Profit sharing is fine, but real ownership is better. Too many agencies, built up by the ability of the founder, strive to maintain this benevolent autocracy.

Again, human nature is to blame, both for the blindness of the owner and the resentment, however well-hidden, of the recipients of his largess. Again a warning must be sounded in connection with this principle. In selling or giving ownership, be sure first of the real value of the individuals concerned. Go slowly and surely. And give yourself an escape hatch, in case the person concerned does not live up to expectations.

■ THIRD. Diversification of accounts. Agencies in seeking new business should beware of big accounts which will take up all the agency's resources and abilities, so that the loss of such business practically wrecks the agency.

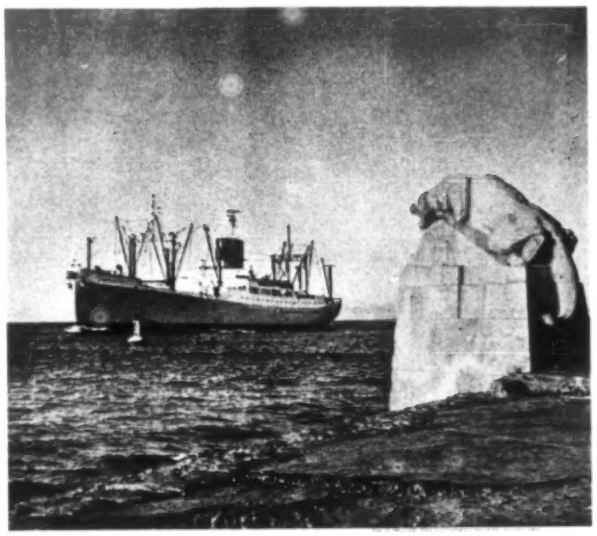
No one would be so silly as to advise passing up a big account, if you can get it. But at the same time be aware of the dangers inherent in this dependence upon income from one single source. Go after many small accounts as well, take them on fees if necessary, don't lose money on any one of them.

Take bread and butter accounts, industrial accounts, less glamorous, perhaps, but safe and sure, appreciative of the attention these find with difficulty among agencies. Diversify. This policy has paid off richly for agencies which are surviving these difficult times.

There, then, are three basic policies practiced by agencies which are not too greatly disturbed by temporary reversals. They concern, as you see, money, people and new business. They formulate wise business judgment on how to cope with not only normal bad breaks, but also the particular hazards which characterize the agency business. #

The Creative Man's Corner . . .

All at Sea



Ship advertising is pleasant, unobjectionable, even romantic. It is as far removed as one could imagine from deodorant advertising, advertising for headache remedies or corn cures. Yet it suffers from the same malady.

Listen to what this American President Lines copy has to say:

> " . . . all is leisure and relaxation . . . Stewards anticipate your wishes. Master chefs make every meal a masterpiece. There is swimming and sunning by day, parties and movies by night."

These words, these lines, have appeared in countless ads since ship advertising was first launched. They seek to interpret shipboard life. Yet, essentially, they fail. Not because what they say is not true, but because what they say offers no surprise, no illumination. What they say has been said so many times, that the eye slides over the worn-smooth words, the mind yawns over the tired, overworked sentiments.

One seeks desperately to learn the reason why. Is it because the tyros of advertising are too relentlessly taught to speak the reader's language rather than their own? In the end, one can only express himself—not somebody else. Hasn't the great writing of all time been great because it expressed the personality of the person behind it—rather than the unknown entity of the person in front of it? Is it not possible that advertising suffers because advertising writers are too concerned with what they believe their potential readers want to hear and all too little with what they themselves believe and want to say?

One of a series appearing in The Wall Street Journal

This person-to-person approach sells WOMEN and/or MEN

Types of buyers? Different age levels? Men and/or women? Through the Blair Group Plan you can focus on any desired mass-market, concentrating your advertising where the pay-off in results will be greatest.

Consider such users as Ac'cent, Beech-Nut Coffee, Dodge, Marlboro, M-G-M, Mennen, Philip Morris, Purolator, Scot Tissues, Tanfastic, United Artists, or the Tea Council of the U.S.A. Their markets differ widely. Yet in every case, these advertisers can tell you that the Blair Group Plan intensifies local sales impact.

Reason—each Group Plan is custom-built for specific sales-goals. Using the exceptional flexibilities of spot radio—times of day, seasonal variations, pin-pointed copy appeals—it centers your advertising pressure where it can do the most good.

So effective—because your product message is presented with person-to-person directness by established local personalities, backed by the prestige of the country's outstanding stations.

So economical—because geared to the potential of each market. *So convenient*—because you tap over 81% of America's buying power with *one order*, *one affidavit*, *one invoice*.

Check the special advantages of this spot radio technique that gets cumulative weekly ratings of 60.2—that can reach homes at costs as low as 42¢ per 1000. Phone your nearest John Blair office in Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, St. Louis, San Francisco, Seattle. Or call Art McCoy, Executive Vice President of John Blair & Company, at PL 2-0400 in New York.

BLAIR GROUP PLAN

A service of John Blair **and Company**

Representing the nation's most influential group of radio stations.
Headquarters: 717 Fifth Avenue, New York 22, N. Y., PLaza 2-0400

The Peeled Eye Department . . .

Don't Ask This Boy to Climb Upon Your Knee, Frigidaire

By Dick Neff

And Stop Staring at His Piggy Bank

No doubt you've heard the slogan, "Frigidaire is designed with *you* in mind."

Well, old Frigidaire, like a lot of other advertisers, had better have a more convincing war-cry than that by the time today's moppets are in the market for their goodies. Our nine-year-old Nick, who's no more sophisticated than any other tv-bred fourth grader; summarizes Frigidaire's enlightened self-interest thusly: "Frigidaire is designed with your *money* in mind."

Dick Neff

From this same compact philosopher, incidentally, comes an observation we find somewhat comforting—but not very—at tax time: "Well, the old government is playing Robin Hood again!"

Both observations remind us, somehow, of our all-time favorite slogan—the motto of the famed Golden Ulcers luncheon club: "What good is happiness if it can't buy money?"

We Can't See deForest for the Three's

"Where will it all end?" asks the creative director of Grant Advertising, Chicago, pointing in dismay to the deForest three screen tv ad shown here.

"If, as the copy says, I'm the head social lion in my neighborhood with a three-screen tv set, what happens when the nudnick next door gets one with four?

"And will this ad, from the *Chicago Sun-Times*, Feb. 9, put the ratings services out of business? If all homes are

tuned in simultaneously to all channels, how do you pick the winner?

"Worse yet, what will Vance Packard say?

"All shook up,
Jack Rowan."

The idea shakes us up, too, especially when we read the copy: "Watch 'Perry Mason,' 'Roaring Twenties,' and 'Bonanza' at the same time! Telecasters compete for your attention . . . Of course, the sound is on tap in your hand remote control button. When the show you are hearing drags, shift sound to another . . . There's little doubt as to who is head social lion in your neighborhood when you have a deForest three-screen combination . . . You are never, never without tv."

This presents a slightly chilling prospect for those concerned with creating tv commercials. ("Keep that Dristan commercial on, honey . . . it goes nicely with this Jell-O pudding commercial.")

But what concerns us most is the effect on family life with pictures on three channels and sound on only one. "Perry Mason" and "Bonanza" indeed! Here are some of the titles they *should* have listed: "Meant for Reading," "Concentration," "Make Room for Daddy," "Father Knows Best," "Divorce Hearing," and "I Had Three Lives."

How to Become a Fat Cat (Continued)

Murray Goodwin, creative director of C. J. LaRoche, once told us of an agency man he knew who was a master of "the diagonal nod." That is, he could move his head in such a way that those who wanted him to nod "yes" thought he was nodding "yes" and those who wanted him to shake his head "no" thought he was shaking his head "no." This struck us as such a useful device that we pass it along to you with a phrase we've invented that could be used either alone or in conjunction with the diagonal nod:

"Very uh-usual." (Sounds like "very unusual" to the idea's proponents and "very, er, usual" to its opponents.)

Just stick with us, class, and you'll be wearing diamond stick-pins.

Peeled-Ear Division

"Station WLNA, Peekskill," writes Dave Kennedy, our star reporter, "has an FM station which broadcasts into the night after the AM station shuts down at 6.

"A while back, they announced that the next program was a public-service thing, on behalf of the Committee of Higher Education. First musical selection: 'Gee, Baby, Ain't I Good to You?" Heard it with my own ears."

Building Bigger and Better Images

Name of an employment agency that advertises in the good, gray *New York Times* of "I Got My Job Through the *New York Times*" fame: Snob Jobs

BIZ QUIZ

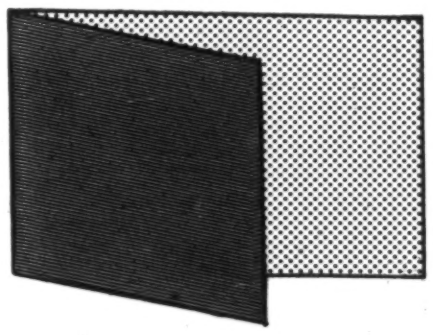
Answers to the questions on Page 94

1. (A) Newspapers get 31¢ of every advertising dollar. Television and radio together account for 22¢ and magazines receive 8¢.
2. (B) U. S. Census Bureau reports that 4,240 advertising agencies had billings of $4,346,909,000 in 1958.
3. (A) In millions of dollars grossed last year the figures are 274 for CBS, 248 for NBC, 158 for ABC.
4. (A) Chevrolet's ten-year sponsorship of Dinah Shore's show will end this fall. Dodge's six years with Welk will conclude in June. Ford will drop Wagon Train in June.
5. (C) National Assn. of Broadcasters has amended its radio code to provide that maximum time for advertising announcements per hour should be 18 minutes and average should be 14 minutes.
6. (A) Survey of cooperative advertising expenditures among Assn. of National Advertisers members shows that 102 spend co-op money in newspapers, 56 in radio, 45 in tv, 23 in direct mail, 23 in outdoor.
7. (C) Four A's study shows that differential between general and retail rates averages 59.4% for dailies, 73.5% for Sunday newspapers and goes over 100% in some cities.
8. (A) "Bogus" involves the resetting of type in advertisements that have been plated or matted. It is required by the International Typographical Union.
9. (B) Stock control of **Saturday Review** has been purchased by McCall Corp. but SR will continue as an autonomous corporation.
10. (C) Rates for full-color pages are $53,150 in **This Week**; $47,050 in **Life**; $43,500 in **Reader's Digest**.
11. (C) Last year Ford was largest user of farm publications, followed closely by General Motors and International Harvester. Ralston Purina occupied sixth spot.
12. (B) American Academy of Advertising reports that about 200 U. S. colleges give courses in advertising. 45 offer a major in the subject.
13. (C) Despite graduations, weddings and back-to-school, December accounts for 16.1% of the year's sales in department stores which is more than June and September put together.
14. (B) In 1959 dog food sales amounted to $340,000,000, which was 16% more than baby food sales. Canned cat food totaled $60,000,000.
15. (C) American Telephone and Telegraph Co. has the nation's biggest stockholder family—1,900,000.
16. (B) Latest census shows that New York's suburbs have become more populous than the city. The five counties in the city itself have fewer people than the 16 counties which surround it. The pattern exists elsewhere in the nation and "marks the true beginning of the metropolitan age."
17. (B) About 90% of Americans now depend on business and industry for their income.
18. (A) America is growing younger. In the next decade those under 30 will increase by one-third while the total population grows about 20%.
19. (B) Great Britain belongs to the "Outer Seven." The Common Market or "Inner Six" includes France, West Germany, Italy, Belgium, Netherlands and Luxemburg.
20. (C) United Nations estimates millions of people going to school at 58 for mainland China, 44 for U. S. and 36 for Russia.

Tips for the Production Man . . .

Janus-Faced Paper Provides an Answer

By Kenneth B. Butler



If you've been looking for a way to achieve a vivid splash of multi-color work with no more than a single press run, one exciting answer may lie in the selection of duplex enamel paper stock.

There are, of course, a number of book and cover papers offering color on one side and white on the other, with the range being greatest, as might be expected, in cover weight.

Recently, however, I have observed a number of quite interesting pieces employing the Woodbine line of duplex enamel, which offers not only color backed by white but also color backed by a second color.

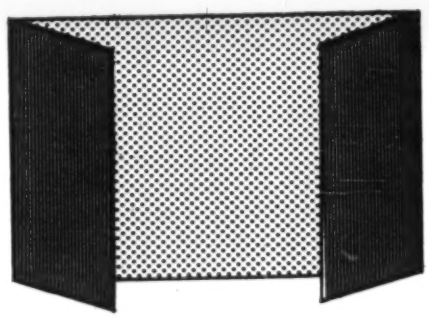
■ Combinations available include emerald and green, gray and rose, turquoise and india, tan and lime, goldenrod and primrose, and orange and fawn. The orange and goldenrod hues are of bludgeoning intensity; the other tints, however, are all soft, warm and subtle.

While there is considerable novelty value in the use of a sheet which changes color when flipped, greatest effectiveness can be derived through the use of a fold which enables both sides to be viewed simultaneously. And each of the color combinations mentioned may be characterized as either harmonious or pleasingly contrasting.

If work-and-turn imprinting is anticipated, you will, of course, have to accept in advance that half the pieces will front one color and the remainder will front the other color. But this can be an asset if, for example, you are preparing a mailing piece or ad insert which is to be used twice, because it will give you a chance to freshen up your message with an apparent change in paper color.

The color effect can be heightened by imprinting in a color other than black. In work-and-turn situations, this will of course necessitate choice of an ink color which will contrast or harmonize satisfactorily with both sides of the stock.

■ In this respect, I have found that a dark wine or magenta ink works especially well with the gray-and-rose; a dark green looks well with both sides of the emerald and green; a rich chocolate brown has great impact on the goldenrod-and-primrose and on the orange-and-fawn. A green will be unobjectionable on the turquoise-and-india, although it flatters the former more than the latter; similarly, a dark brown will work with the tan-and-lime, favoring the tan more than the lime. In the latter two instances, however, you may prefer to order a press washup and use another ink color on the backup.



COLORFUL—*Folding can be a vital consideration in achieving maximum impact from duplex paper stocks. Two effective folds, each of which can be varied according to dimensions of the paper cut, are illustrated here.*

Duplex enamels cost approximately 10% more than regular single color enamel, which, in turn, are approximately 10% more costly than white enamel of comparable weight and quality. Obviously, then, use will be restricted to those instances when the fiesta of color can make a distinct contribution to the work, and, in such instances the increased cost will hardly be prohibitive.

The Appleton Coated Paper Co., Appleton, Wis., a leading producer of a two-color duplex enamel, also produces a Woodbine coated duplex postcard in most of the aforementioned color combinations. This stock is excellent for self-mailers or similar items requiring color, strength and the ability to accept engravings of 100-screen or finer. Cost is approximately 17% higher than coated white postcard of comparable quality. #

Dimension of emotional environment?

It's considerable for SUCCESSFUL FARMING subscribers—averages more than 300 acres. If you farm 300 acres, at today's land values, current costs and farm prices, your emotional environment is large enough to include a subscription to SUCCESSFUL FARMING, to help you stay solvent!

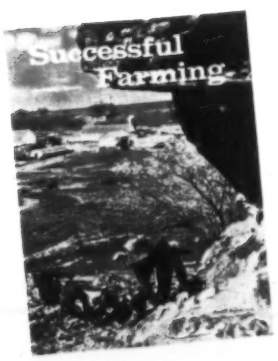
Farm technology is changing as fast as missile guidance or Paris fashions, and what you don't know this year may lose your shirt next year! For the volume producer of corn, wheat, hogs and cattle, SF is management consultant, operations guide, marketing forecaster. It is invaluable to his planning for crops apportionment, pest control, power applications, barn mechanization, fertilizer applications, animal breeding and feeding. He doesn't read it—he studies it, clips it, files it, refers to it again and again. SUCCESSFUL FARMING contributes importantly to his production, profits, and success. It is his emotional environment!

His wife, who knows far more about his business than your wife does about yours, finds SF of interest—helpful in her work routines, planning, meals, entertainment, and home furnishings.

SF has been helping the country's best farm families earn more, live better for fifty-nine years; and has won an influence reflected in extraordinarily high readership, and a warmer reception and response for the advertising in its pages.

SF subscribers' earnings are big, have exceeded the average national cash farm incomes by about 70% for the past decade. They are one of the best class markets.

If you want your advertising to produce more, put it in SUCCESSFUL FARMING. Ask any SF office about the new opportunities in its twelve State and Regional Editions.



SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

Gardner's Claggett Hits Broadcasters on Inconsistent Rates, Triple Spotting

CHICAGO, March 21—Charles E. Claggett, president and board chairman of Gardner Advertising, last week blasted the broadcast field on three major fronts—rates, triple spotting and ratings.

Speaking at a meeting of the Broadcast Advertising Club of Chicago, Mr. Claggett charged that "there is the complete lack of uniformity of advertising rates that creates a mysterious mish-mash of quoted and actual figures with amazing differentials—differentials that are impossible to explain and often unfair both to clients and to agencies who are trying to get the most for their advertising dollars."

In backing up his charges, Mr. Claggett disclosed that Gardner's media department conducted a major survey of radio and tv stations late last year. Following are some of the results:

■ "We sent questionnaires to 488 stations throughout the country," Mr. Claggett said. Of these, 422 answered, so we have an excellent sampling. Of the 422, only one-third indicated that the rates published in *Standard Rate & Data* are the only rates available. The other two thirds—a large majority—came up with rate structures that included two combinations of national, regional, local, retail and special prices charged for air time.

"Now maybe in itself this doesn't sound bad. You have to have some classification system. But there are fuzzy lines within the classifications themselves.

"We could find no clear-cut policy—not only among various stations but within each station itself—as to who qualifies for national rate, who for regional, local, retail, and, possibly, the most abused category of all, special.

■ "Even so, we wouldn't complain so bitterly if there were specific, clear-cut categories with a reasonable differential based on the cost of selling and servicing a particular type of advertiser, or on the actual per cent of the station's total coverage which represents the true market for the advertiser," Mr. Claggett said. "But our survey showed amazing differentials—some as high as 75%—and we submit there is absolutely no justification for this.

"Recently, we prepared a schedule for a client and obtained certain rate quotations. Then the station rep went to that same client and offered him the exact time we had been offered—but at lower rates. In the face of this, gentlemen, is it any wonder that agencies are demanding sounder procedures and a more reasonable rate definition?"

■ Turning to triple spotting, Mr. Claggett contended that this practice is damaging the tv industry. He pledged that Gardner "will continue to fight this practice" and he asked for the industry's cooperation to help stamp out the practice.

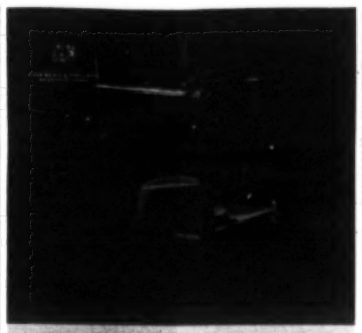
"Television will not always be the darling of the communications business," he said. "There will not always be long lines of advertisers vying for availabilities. Those whose fingers are burned by such questionable practices may start another line of customers at the doorsteps of magazines and newspapers. Let's seek a cure while there is yet time."

■ Turning to ratings and the "numbers game," Mr. Claggett urged broadcasters to come up with a more qualitative rating system. He praised the magazine industry for the development of qualitative studies.

While criticizing the present quantitative rating systems and mediocre tv programs, Mr. Claggett laid the blame for the situation on everyone—networks, stations, advertisers, agencies, reps and the public.

"Perhaps we agencies should be more firm in our recommendations to clients to buy programs with real artistic and intellectual appeal instead of following the leader and catching on to the coattails of a mediocre but popular program type," he said.

"Perhaps we should be more willing to stick our necks out." #



INTERRUPTER AD—*Hiram Walker Importers will run this "interrupter ad" in The New Yorker April 22 as a break in its regular "cities by night" series. The four-color page ad will also run in five other magazines. C. J. LaRoche & Co., New York, is the agency.*

Wanted: Current, Up-to-Date Market Data for AA Readers

ADVERTISING AGE is looking for all the market data it can get from advertising media, trade associations and other sources. The data will be used in AA's Market Data section, which will be published for the 14th consecutive year in the May 8 issue.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

Last year, some 1,750 separate pieces of market data were listed in the section, and readers of ADVERTISING AGE sent in requests for more than 92,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1960, will be accepted.

2. It must contain *market facts*. Booklets or brochures which contain media data only will not be listed.

3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.

4. It must be received before April 3, 1961.

Market data material scheduled for publication before Sept. 1, 1961, will be listed in a "not yet published" tabulation, provided that a 50-word description of each such item reaches ADVERTISING AGE before April 3. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Feature Editor, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes. #

Information for Advertisers

A new study dealing with television viewing habits of families owning pets has been published by **Television Advertising Representatives**, 666 Fifth Ave., New York 19.

• **Modern Brewery Age** has published its 21st Annual Blue Book Issue, directory and guide to the brewing industry. The 236-page directory contains an alphabetical listing of all U. S., Canadian, Mexican, West Indian and Central and South American breweries, along with the names and capacities of their executive, administrative and production personnel. The Blue Book, priced at $6 per copy, may be obtained from Modern Brewery Age Publishing Corp., 80 Lincoln Ave., Stamford, Conn.

• "The Art of Packaging for Today's Market," a fact file kit covering design, production techniques, and merchandising advantages of skin, blister and flexible film packaging, is available from the **American Packaging Corp.**, 1523 E. 45th St., Cleveland 3.

• The completely revised second edition of the "Advertising & Promotion Guide for Dairies" has been published by the **American Dairy Assn.** The guide includes 16 sections listing the complete 1961 promotional program of the association, new sales ideas, promotional aids and incentive plans, research data, premium suggestions, dairy product histories and a yearly planning calendar. Priced at $3 each, the guide may be obtained from the American Dairy Assn., 20 N. Wacker Dr., Chicago 6.

• **Sound Publishing Co.** has published a 16-page booklet, "The Commercial/Industrial Sound Market in a Nutshell," which details the market for private intercommunication systems utilizing electronic-telephonic and electric circuits offered for sale. Requests for copies of the booklet should be sent on company letterhead to Sound Publishing Co., 299 Madison Ave., New York 17.

• **Modern Talking Picture Service** has released its spring and summer catalog of free films which are available for loan to school and adult groups. The films were financed by various corporations, associations and institutes. The quarter-hour and half-hour movies, most of which are in color, weave subjects of interest to the sponsors into the storyline. There are also closing credit lines for the sponsors. Additional information may be obtained from Modern Talking Picture Service, 3 E. 54th St., New York. #

Falls City Brewing Likes Races

For the tenth year Falls City Brewing Co., Louisville, is sponsoring the seven stake races of the Churchill Downs spring meet on WHAS-TV, Louisville. The beer maker also will back the full card of stake races in the fall meet; both attractions also are carried on radio on WHAS. In addition the company presents the feature race of the day from Keeneland, Lexington, Ky., on radio and three "Racing from Florida" events on tv. Prater Advertising Agency, St. Louis, handles this account.

Pepsi Names Haworth

William L. Haworth, a member of Pepsi-Cola Co.'s marketing department since last April, has been appointed to the new post of associate advertising director. Pepsi said Mr. Haworth will report to Philip B. Hinerfeld, vp and director of advertising, and "will act as advertising manager of the department, coordinating the services and operation of Pepsi-Cola's advertising agency [Batten, Barton, Durstine & Osborn] and the company's marketing services needs."

White Joins Doremus

David S. White has joined Doremus & Co., Philadelphia, as art director. He succeeds Barry E. Thompson who retired to open a free lance art studio at 1430 S. Penn Sq. Mr. White was formerly art director of Babcock, Homer, Carberry & Murray.

Seidner Names Hockaday

Otto Seidner Inc., Westerly, R.I., manufacturer of mayonnaise and related products distributed throughout New England, has appointed Hockaday Associates, New York, to handle its advertising. The company has had no agency for the past year.

Hitchcock Publishing Names Feiker, Roscoe, Peck

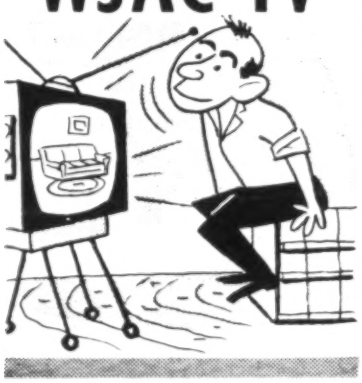
Hitchcock Publishing Co., Wheaton, Ill., has appointed Theodore Roscoe district sales manager in the New England states and William G. Feiker district sales manager, working out of the New York office. Mr. Roscoe formerly was with *American Textile Reporter*. Mr. Feiker was manager of the advertising service department and a sales representative of *Newsweek*.

Hitchcock also has named James O. Peck a consultant, to assist in sales and marketing areas relative to providing assistance to Hitchcock advertisers. Mr. Peck has been with McGraw-Hill Publishing Co. for 23 years, recently as assistant to the president, in general charge of sales, promotion and research.

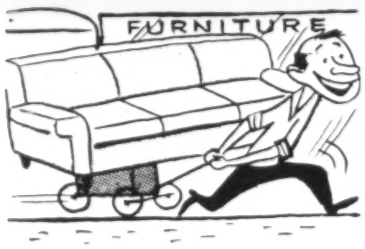
'LHJ' Boosts 5; Names Dedman

John E. Fuller, Joseph E. Hanson Jr. and Henry P. Dain, formerly advertising sales representatives of *Ladies' Home Journal*, New York, have been named associate managers of the magazine. W. Page Thompson and Donald Q. Davidson have been appointed associate managers of the magazine's Chicago office. Julien Dedman, formerly with *Field & Stream*, has joined *LHJ* as creative director in the promotion department.

What they see on WJAC-TV



THEY BUY!



The way to sell your product is to make sure plenty of people see it! And more people see the products advertised on WJAC-TV than on any other station in the Johnstown-Altoona market. Take it from ARB and Nielsen . . . WJAC-TV delivers the audiences!

But more important than size of audience, WJAC-TV also brings you a buying audience. Sales figures prove that WJAC-TV turns watchers into buyers.

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Just ahead—

. . . when it's Springtime in Chicago —the greatest of all premium expositions

28th annual National Premium Buyers Exposition

. . . hub of the premium and incentive merchandising industry

NAVY PIER—CHICAGO
APRIL 10-11-12-13, 1961

YOU'LL GET IDEAS

. . . you'll have a chance to talk with the experts of this great 2½ billion dollar industry . . . you'll be able to lay out preliminary groundwork for merchandising-through-premiums or incentive programs that can mean more profitable sales for your company.

• *As NPBE is an exclusive trade exposition, those who want to register in advance should write now on their business letterheads to*

A. B. COFFMAN ASSOCIATES
Exposition Managers
28 East Jackson Blvd.
Chicago 4, Illinois
Phone: WEbster 9-0980

NPBE is under the auspices of the Premium Advertising Association of America, Inc.

THE JOURNAL IS NO. 1 MAGAZINE FOR WOMEN

1

For 1960 (and for every one of the last 20 years, we might add) the Ladies' Home Journal was No. 1 in circulation among women's magazines. For the record:

	1960 AVERAGE CIRCULATION*
LADIES' HOME JOURNAL	6,414,890
McCALL'S	6,386,351
GOOD HOUSEKEEPING	4,817,228

JOURNAL
JACQUELINE KENNEDY
The Things I Had to Learn
LORETTA YOUNG TELLS HER STORY
Ten Signs Your Marriage Is Breaking Up

2

For 1960 (and for every one of the last 15 years) the Ladies' Home Journal was No. 1 in newsstand sales among women's magazines. Again, for the record:

	1960 AVERAGE SINGLE COPY SALES*
LADIES' HOME JOURNAL	1,754,111
McCALL'S	1,715,450
GOOD HOUSEKEEPING	1,024,555

3

The February 1961 issue of the Ladies' Home Journal was a newsstand sellout, with more than 2,000,000** copies sold...a whopping gain of some 200,000 over the February 1960 issue!

WHEN THE JOURNAL SPEAKS—WOMEN LISTEN

*A B C 1960 AVERAGES **PUBLISHER'S ESTIMATE

Guild Blames 'Unimaginative' Bosses of Advertisers, Agencies for Ad Flops

Agency Head Hits Cigaret Ads as 'Dull,' Tuna Dealing as 'Bribery'

LOS ANGELES, March 22—The creative shortcomings of management were scored here last week by Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco.

Speaking before the local chapter of the American Marketing Assn., Mr. Guild charged that many large companies and industries have created idea-vacuums of "pompous perfection." Board room atmospheres of certain companies, he said, are reminiscent of Paris' exclusive Jockey Club, where "members qualify by acquiring the same reflexes and the same way of looking at things.

"Today, the word 'new' means 'radical'; 'different' means 'unsound'; 'original' means 'dangerous'; 'expansion' means 'merger'; and 'creative' means 'screwball,'" he said.

Accusing whole industries of operating "with the marketing techniques of the late '30s, the advertising techniques of the '20s and the administrative techniques of the late 1890s," Mr. Guild maintained that "Most ad agencies are loaded with creative people, but sometimes they are just loaded." He said creativity no longer is considered as "inseparable as 15¢."

■ "Every big, successful agency was founded by highly creative people with ideas, daring, and drive," but, according to Mr. Guild, "success developed bigness. Bigness brought problems. Then came the accountants, lawyers, financiers and administrators, and they gradually took control.

"Creativity became relegated to a minor role," Mr. Guild indicated, agreeing with business psychologists who "worry about the survival of companies whose managements aren't constantly thinking about ways to improve."

Turning toward Detroit auto makers and their agencies, Mr. Guild rattled off a list of names "as dead as Pear's soap" and referred to "the Gold Dust Twins" (on which producers spent millions, but which "had the life span of a May fly"). He named Edsel, Pioneer, Windsor, Power-Flight, and others.

"I submit that this colossal nonsense on the part of the auto industry is evidence of non-creative management. There is still such a thing as personal identification with an automobile, and a continuing pride of ownership," Mr. Guild said.

■ After denting the auto makers' creative image, Mr. Guild next rolled the cigaret industry out into the street and took aim:

"I wonder how George Washington Hill, coiner of the phrase, 'Nature in the raw is seldom mild,' would react to 'air-softened,' 'high porosity,' and the he's and she's who romp to find togetherness and 'menthol mildness.' 'Reach for a Lucky instead of a sweet' may have been dubious ethics, but it wasn't dull," Mr. Guild said.

■ Fishing for more examples, Mr. Guild harpooned the tuna industry, today dominated by three companies. Mr. Guild had heard that all three lost money one year. Nevertheless, they spent $2,000,000 on "deals, a euphemism for commercial bribery," he said.

(Guild, Bascom & Bonfigli was one of a number of agencies to handle the Breast O' Chicken tuna account in the past ten years. It moved from Barnes Chase Co., San Diego, to Foote, Cone & Belding in 1952, then to Guild, Bascom in 1957. After 15 months it switched to Robinson, Jensen, Fenwick & Haynes. When this agency merged [temporarily] with Grant Advertising last year, the account moved again, to D'Arcy Advertising Co.)

Mr. Guild traced the roundrobin whereby Packer A offered dealers, outright, per-pack money allowances; Packer B outdid Packer A; Packer C outstripped Packer B; and so on, until the dealer was so far up-to-here in tuna that he couldn't go for the 70¢-a-case deal his coffee supplier had offered.

■ "This is 1920-style marketing. A, B, and C have lost money buying sales they could probably have had for nothing, and the consumer doesn't average any lower price," he pointed out.

Mr. Guild was not without positive creative management examples. He described two—both Guild, Bascom clients: Ralston Purina Co., St. Louis, and Skippy peanut butter, of the Best Foods division of Corn Products Co., New York.•

In 1954, in the face of declining profits and sales, Ralston produced a "simple but dangerous" creative campaign. It took an opposite tack, away from premium-loaded cold cereal promotions beamed to children, and came up with the "Look, Ma, no premiums" twist that boosted Ralston sales for seven consecutive years.

"Skippy, on the other hand, broke every rule of orthodox marketing and wound up with 30% of the total national volume, withstanding the onslaughts of Procter & Gamble, Swift and others," he said.

■ Non-client examples of creative management suggested by Mr. Guild were Revlon ("They proved their creativity when they took a long chance and bought 'The $64,000 Question,' and shot to industry leadership in weeks") and Gillette, "which risked its dominant position by bringing out a new product so improved that they obsoleted their entire line, thereby creating new sales and a higher market share."

Mr. Guild said, however, "Too often research is used as a crutch for non-creative management and, in some cases, a high tv rating or favorable Starch report offering nothing more than interesting figures."

A current trend in some agencies, he reported, is to "substitute research for creativity, but it will not write an ad or marketing program."

Who are people that believe in creative management? "Non-conformists," according to Mr. Guild. "They are members of nobody's herd. The key is their ability to be objective, and to see clearly the true facts, no matter how unwelcome these facts may be." #

Ralston TV Ads to Push Career Essay Contest

ST. LOUIS, March 21—Ralston Purina Co. announced on March 20 a national contest promotion for its Chex cereals. Starting April 3, Ralston will push a "Head start in life" theme and will offer 50 paid-up $2,000 life insurance policies to youngsters bent on careers.

No proof of purchase is required. Youngsters under 18—or adults designating a worthy child—are to simply complete, in 25 or fewer words, the following: "I think a career as ------- is important because. . . ." Grocers in ten geographic areas can win identical Ralston awards if winners designate the stores in which entry blanks were obtained.

Ralston, through its agency, Guild, Bascom & Bonfigli, San Francisco, has scheduled heavy contest promotion via its tv shows, "Leave It to Beaver," "Guestward Ho!" and "Expedition." The contest, which will be judged by a committee of educators, closes July 15. #

We're up nights too—

but it's a regular part of our cooperative service; taking care of some mighty important business—for our customers, that is. • Many's the time schedule-conscious production executives find the clock pointing to 4 P.M. as final O. K. comes through on dead-line-crowding advertising art. It's immensely comforting, they tell us, to know that a phone call to ROGERS, CAlumet 5-4137 is all that's necessary to give them relaxing assurance of on time delivery of photoengravings master-crafted precisely in the brilliance and detail of original copy. • Possibly you've had this experience—or will have.

ROGERS

engraving company

2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

NOW...TRAVEL PROTECTED WITH INSTANT INSURANCE THAT'S SOLD ON THE ROAD!
POLICY-MATIC
LAND TRAVEL INSURANCE
Get complete land vehicle coverage from a machine!

FOR TRAVELERS—*Policy-Matic Corp. of America will run this magazine ad prior to Decoration Day to introduce its land travel insurance dispensed from vending machines. Daniel & Charles is the agency.*

H&B Buys CATV Systems

Transcontinent Communications Systems, Beverly Hills, a subsidiary of H&B American Corp., paid approximately $1,300,000 for three community antenna tv systems in Prescott, Ariz., and Missoula and White Fish, Mont., plus an intercity common carrier microwave relay system.

Clover Names MacBain, Gale

Clover Farm Stores Corp. and Foodland Inc., Cleveland, have named James S. MacBain merchandising manager and William R. Gale advertising and publicity manager of their combined operation.

Jack Tar Names Hume, Smith

Hume, Smith, Mickelberry, a Miami, Fla., advertising agency, has been named to handle the account of the Grand Bahama Hotel and Marina, on Grand Bahama Island. The hotel is part of the Jack Tar chain.

"America looks to the South for economic growth, and the Jackson TV market area leads that growth."

Past President, U.S. Chamber of Commerce
BOYD CAMPBELL
Pres., Mississippi School Supply

WJTV Katz 12 WLBT Hollingbery 3

Serving the Jackson, Miss., Television Market

Kennedy Reinsch Salant Petersmeyer

TV HONOR—*The 1960 gold medal for achievement of the New York Radio & Television Executives Society went to President John F. Kennedy at a White House ceremony. Making the presentation for his part in the great tv debates were Richard S. Salant, CBS-TV; C. Wrede Petersmeyer, Corinthian Broadcasting, and J. Leonard Reinsch, the Cox stations. A similar medal went to former Vice-President Richard M. Nixon.*

Kennedy Seen Naming Consumer 'Watchdog' Unit

(Continued from Page 1)

Connecticut under Gov. Abraham Ribicoff, who is now Secretary of Health, Education and Welfare, and in Minnesota under Gov. Orville Freeman, who is now Secretary of Agriculture.

The federal government itself is not without experience. The Food & Drug Administration has 18 "consumer representatives" on its field staff, assigned exclusively to contacting women's organizations, and other groups concerned with consumer problems. In the 1940s the Department of Agriculture had a consumer advisory committee for a brief period, and during World War II the Office of Price Administration had a unit which was supposed to represent consumers.

The project represents a refinement of a proposal that had been advanced in Congress last year to create a "department of the consumer."

■ In his Nov. 5 speech, Mr. Kennedy said the proposed office of consumer counsel "would help formulate an economic policy to keep a general rise in the wage level from having a discriminatory effect upon the wage earners of the U. S."

Other functions he mentioned included: To scrutinize operations of regulatory agencies; to speak for consumer interests before congressional committees; and "to keep the President informed about any deficiences in administration harmful to consumers." #

Peugeot Moves from Needham to Papert, Koenig, Lois

Peugeot Inc., French automobile maker, has moved its account from Needham, Louis & Brorby to Papert, Koenig, Lois, effective May 1. Peugeot, with sales of 12,475 in 1960, was one of the three leading imports to show a gain last year. The car is sold largely through Renault dealers, and six of Peugeot's 11 distributors are factory-owned Renault distributors.

Needham, Louis is the Renault agency and also handles most of Renault's distributors. Papert, Koenig, Lois services Peugeot distributors in the East and Midwest. Peugeot has been spending about $100,000.

Bristol-Myers, Sterling, Plough Defend Ad Claims

(Continued from Page 2)

were published in authoritative medical journals and widely reported in the trade and lay press. In addition, Sterling has endeavored to bring these results directly to the public through its advertising. Sterling's claims in its advertising are based on firmly established scientific evidence, and we have consistently maintained, and again repeat, the Bayer aspirin is the finest analgesic you can get."

■ William M. Bristol III, president of Bristol-Myers products division of Bristol-Myers Co.:

"I trust the millions who use Bufferin will understand that the Federal Trade Commission's complaint does not mean that the commission has decided our claims are in any way wrong. The complaint is merely the start of a proceeding during which our evidence will be considered for the first time. So far, the commission has not studied the voluminous evidence in our files.

"Clinical research over more than ten years by eminent scientists at outstanding institutions, much of it published in recognized medical journals, proves the reliability of our basic advertising claims, and the care we have taken to offer the public a product of the highest quality and effectiveness. We are quite prepared to present this evidence at a full and fair trial."

■ Ernie Kimpl, legal director of Plough Inc., Memphis, told ADVERTISING AGE that all advertising claims made by Plough for its St. Joseph aspirin can be substantiated.

Mr. Kimpl said that his company "has not been guilty of the kind of advertising engaged in by some drug manufacturers." He said that he reviews all of Plough's advertising before it runs and maintained that those "claims which can't be backed up by proof are not used.

"We know that our pills dissolve faster than other brands, so our product is ready to go to work faster," he said. "We have been using this claim for several years, and we plan to continue with the same program."

Mr. Kimpl said that Plough has entered into several stipulation agreements with the FTC in past years. One of the stipulations was for St. Joseph aspirin in about 1938, he added. #

Last Minute News Flashes

Geritol Breakfast Vitamins in Test Markets

NEW YORK, March 24—J. B. Williams Co. will introduce Geritol Breakfast vitamins next month in two test markets. A major promotional effort of 1961, it will move into three more test areas a few months later. Split-run copy tests in progress here are headlined, "This one-calorie tablet lets you watch your weight and get all the vitamins you need take daily," and—the second headline—"Now, one-calorie tablet gives you all the vitamins you need take for an entire day." Parkson Advertising is the agency.

Four A's Seeks Successor to Gamble for '62

NEW YORK, March 24—American Assn. of Advertising Agencies—through Booz, Allen & Hamilton—is looking for a successor to President Frederic R. Gamble when he retires April 30, 1962. Mr. Gamble has headed the Four A's staff since 1929. A committee composed of L. R. Brockway, Young & Rubicam; A. W. Hobler, Benton & Bowles; Robert M. Ganger, D'Arcy; and Mr. Gamble is in charge of the search.

Shell Shifts to Mather & Crowther in Britain

LONDON, March 24—A major account shift was in the works here today, with Shell motor oil advertising slated to move from Colman, Prentis & Varley to Mather & Crowther, another Shell agency. The move follows Shell's recent U. S. appointment of Ogilvy, Benson & Mather, an agency in which Mather & Crowther holds an interest.

1st Western Bank to GB&B; Other Late News

• **First Western Bank & Trust Co.,** Los Angeles, has awarded its $350,000 account to Guild, Bascom & Bonfigli, interim agency since February, when First Western dropped Grant Advertising. GB&B was one of four finalists competing for the business. The others: Fuller & Smith & Ross; Kenyon & Eckhardt; and MacManus, John & Adams.

• **Jack R. Warwick,** formerly with Geyer, Morey, Madden & Ballard, has joined Adams & Keyes as a vp. Mr. Warwick was a principal of Morey, Humm & Warwick before it merged with Geyer in 1959.

• **Katz Agency,** New York, has reportedly been named to represent all the WAVE Inc. stations—WAVE and WAVE-TV, Louisville; WFIE-TV, Evansville; and WFRV, Green Bay, Wis. Katz is expected to give up WBAY and WBAY-TV, Green Bay. WAVE-TV was one of seven stations up for grabs since NBC-TV Spot Sales lost its court battle to upset the Federal Communications Commission ban on networks representing non-network owned stations.

• **American Dairy Assn.** is considering a proposal made at its annual meeting in Chicago this week that it cancel its six-times-a-year ad schedule in *Reader's Digest*. ADA feels it should have been informed in advance of two *Digest* articles on cholesterol and milk prices considered detrimental to dairy men. They ran in the April issue, which also carried an ADA ad.

• **The Multiplicity of Newspaper Discount Plans** is beginning to bother advertisers like Seagram, Schenley and National Distillers. These advertisers have practically ceased buying space on an individual brand basis, in favor of "blanket" corporate contracts using continuity-impact-discount (C-I-D) and other discount plans. They reported today the blanket contracts save them money, but add that discount plan complexities are giving "headaches." Seagram uses Warwick & Legler as its "master" agency on blanket contracts; National uses Kudner; Schenley places its own.

• **Laros Inc.,** Bethlehem, Pa., lingerie manufacturer, has appointed Vanguard Advertising, New York, to handle its advertising and sales promotion. The account was formerly with Gilbert Advertising. The company was acquired last September by Warner Bros. Co., foundation garment manufacturer, and Laros-Warner tie-in promotions are planned. Account supervisor will be Hugh H. Foss, who joined Vanguard last month from C. J. LaRoche & Co., where he was account exec on Warner before it moved to Doyle Dane Bernbach.

• **Dale Armstrong,** formerly with Allied Public Relations and most recently with Ted Bates & Co., has joined Colgate-Palmolive Co., New York, as manager of public relations, a newly created position.

• **Westinghouse Broadcasting Co.** has named Grey Advertising its agency, effective April 1. Besides the Westinghouse radio-tv stations, the appointment covers the subsidiaries, WBC Productions, Television Advertising Representatives, and AM Radio Sales. Grey, which handled National Broadcasting Co. advertising until recently, succeeds Ketchum, MacLeod & Grove.

• **D. P. Brother & Co.** is feeling the pinch of the recession through a general reduction in pay, effective the last half of March. Although the Detroit agency would not confirm the amount of the cut, it was understood to be in the neighborhood of 10%. The cut was interpreted as an alternative to layoffs; Brother's billings have been affected mainly by budget cuts at Oldsmobile, the agency's biggest account.

• **Metropolitan Miami's** $200,000-plus tourist advertising budget was the subject of presentations by ten agencies this week. Agey Advertising has had the account for two years. Agencies which bid for the account are McCann-Marschalk; Grant Advertising; Agey; William M. Spire; Tally-Embry; Harrison Co.; Keyes, Madden & Jones; E. J. Scheaffer & Associates; Bishopric/Green/Fielden; and Miller, Bacon, Avrutis & Simons.

• **Rootes Motors,** New York, will attempt to capitalize on this weekend's Sebring 12-hour endurance race for sports cars by launching a $125,000 spring ad campaign for the Sunbeam Alpine (four are entered). Win or lose, 600-line ads will break Monday in nine markets. However, the hopeful Sunbeam agency, Mogul Williams & Saylor, will be standing by for good news and plans to take up an extra 132-line space with the heading "Sebring Extra."

• **Music Corp. of America** has asked U. S. district court of appeals here to set aside a Federal Communications Commission order which requires its officers to testify on relationships with tv talent, program producers and networks. MCA reiterated its contention that FCC has abused its discretion by refusing to accept information in confidence and that FCC has denied witnesses the right of counsel. The action was taken as Justice Department weighed an FCC proposal that the government bring criminal contempt prosecution against MCA and Taft Schreiber, MCA vp, for refusing to testify (AA, March 20).

Justice Orders FTC to Check Out Old Anti-Trust Decrees

WASHINGTON, March 23—A "new era of cooperation" between the Justice Department and the Federal Trade Commission opened today, as Attorney General Robert Kennedy dumped 56 old anti-trust decrees on the commission, with instructions to go out and learn whether respondents are behaving themselves.

Newly installed FTC Chairman Paul Rand Dixon—on the job fewer than three days—promptly announced that he "welcomes" the assignment. A considerable increase in FTC's staff will be necessary, he observed, but he is sure "the commission will receive the fullest cooperation in obtaining the funds necessary to execute and fulfill this obligation."

■ Announcement that Justice Department is turning its compliance problems over to FTC came at mid-day with the release by the Attorney General of a letter to Chairman Dixon. By mid-afternoon, FTC was sufficiently recovered from the shock to issue a brief statement by Chairman Dixon expressing confidence "that the results which can be achieved through this program will fully justify whatever expense may be involved in developing these facts."

■ The Attorney General's move climaxed a week of anti-trust excitement at the Justice Department.

His first major reference to anti-trust came last weekend in a tv interview with Sen. Kenneth Keating (R., N. Y.). On the tv program, Mr. Kennedy promised anti-trust action in a variety of consumer product lines—particularly foods and drugs.

As an indication of what is ahead, the department yesterday indicted eight milk companies and four of their executives in Baltimore on charges of fixing prices and rigging bids in selling milk to city and county schools. At least 45 grand jury investigations and 200 civil anti-trust probes are also known to be under way, most of them carried over from the preceding administration.

■ In this letter to Chairman Dixon today, the Attorney General said he was utilizing an "unused tool" to check up on companies that have been hit by anti-trust decrees in recent years. The Attorney General noted that FTC can be called on to make compliance investigations for the Justice Department, but that this power has been used only once since Congress created it in 1914.

The Justice Department refused to divulge the list of companies FTC has been instructed to investigate. It said 56 cases were involved and that they date back to 1940. The Attorney General said the cases involve price-fixing, illegal allocation of markets and orders for large corporations to break up into smaller ones.

■ The assignment raised a serious problem for Chairman Dixon, who took office with plans of his own in mind. From his work as chief counsel of the Kefauver anti-monopoly committee, he came to FTC deeply sensitive to "administered price" situations in steel, autos, drugs and bread.

The statute which the Attorney General invoked is Section 6 of the FTC Act, which specifies that FTC is to investigate compliance with anti-trust orders for itself and for the Department of Justice. "If the investigations disclose that defendants are not complying with the court judgments," the Attorney General wrote, "we'll seek contempt citations." #

Ratings Fair; Abused by Admen, Congress Told

(Continued from Page 1)

ering Hooper, Nielsen, ARB, Pulse, Sindlinger, Trendex and Videodex, it was proposed by Rep. Oren Harris (D., Ark.), the committee chairman, in order to determine whether the services are technically sound.

The study group seemed to feel that rating services are more sinned against than sinning. It suggested one reason rating services take such abuse is that very little is known about their actual influence in program selection. After contacting 95 stations and 88 advertisers, the study group said, its own information was still too confused to provide an answer.

That ratings enter into the decision process hardly requires proof, the group observed, since it would be foolish to spend millions of dollars for research if the research wasn't to be used.

■ Some companies use ratings and cost per 1,000 simply to guide their immediate decisions, while conducting further research on the relation of ratings to sales and profits, the report observed. Others examine audience composition, and some are interested in company image.

"In the absence of specific methods of using these data in connection with the other information on which business and industry make their programming policy, there is an inevitable tendency not only for decision makers to rely primarily on the sizes of the rating and changes in them, but also for that reliance to appear to be even larger than it is, since no other aspect of the decision making process is known."

In the report, the study group commented, "Our task does not include who, if anyone, is to be blamed for the programs that are presented. But it should be noted that to a larger extent the ratings are merely a tool, a servant, not a master.

■ "If ultimate blame is to be attached, it should be shared by the type of master whose decisions would be guided in any case by the kind of information which the rating services simply make available to him in convenient 'pocket-piece' form, cast in a precise quantitative mode and available efficiently and quickly."

The analysis noted that the rating services provide a wide variety of supplementary data which could be used to reduce greatly any tendency to decide the fate of programs exclusively in terms of "the crude and gross criterion" of total audience size. "The selectivity that leads to using audience size as the primary element of the decision—to accepting one item of information and rejecting, or not stressing, the rest of the statistical assortment displayed by the rating services—supports the conclusion that the rating services are not the sole object of blame for programming policy," the report said.

■ As the report was submitted today, Dr. William G. Madow, of Stanford Research Institute, chairman of the three-man group, said that, "on an average," he believes the services are doing a good job, "despite errors." He said the report found technical weaknesses in all the major forms of operation—telephone directory sampling, diary methods, and meters. He said the services were aware of all the problems which the study group mentioned, and generally were trying to deal with them.

The study group commented on four kinds of complaints that have been made against ratings:

• **1.** That they show low ratings for "high quality" programs, and bring about their removal:

"We feel," said the group, "that it is better to know what programs are being viewed or listened to and then make informed decisions.

"We are certain," the report said, "that the full spectrum of utilization of ratings occurs. Some users may make brusque decisions based solely on ratings. Others will use varying amounts of information in addition to the ratings. Still others will have an exceedingly careful, documented approach to any major conclusions reached in which rating data are used.

"We do feel that ratings are sufficiently accurate, that their defects are sufficiently known, and the willingness of the rating services to provide information on quality sufficiently clear, at least when specific questions are asked, for the users to have the main responsibility for decisions made on the basis of the ratings."

• **2.** There are inconsistencies among appraisals of the same program or station:

Often this is because the surveys were made at different times, the report said, consequently reflecting different situations.

• **3.** Ratings are manipulated by "hypo" techniques:

Occasionally this can be done, the study group acknowledged, but the rating services now make studies over such long periods that this becomes exceedingly costly.

"While we do not wish to minimize this complaint," the group said, "we do doubt that the returns for collusion to an individual rating service would be sufficiently great for the service to have a policy of collaborating in hypoing at the possible cost of losing the business of clients who wish to have an accurate picture of the viewing or listening audience."

• **4.** Station or producer complaints that their rating has been too low:

Even low-rated programs can have important sales results, and bring communications from many people, the group explained. Sometimes special surveys to refute ratings are made by mail, by announcements, or by questionnaires in newspapers, the group noted.

"Our opinion is that the quality of the surveys made by the rating services is very likely to be higher than that of the ordinary mail or newspaper survey."

Rating services, the study group noted, must constantly choose between quality and price. "The rating services reflect the fact," it said, "that where a low price is important, people will accept lower quality."

■ The study group said its chief criticism of the industry is that it isn't supporting any methodological research. In line with its recommendation that users try to get their hands on comparable ratings by two or more services, the report firmly opposes suggestions for a single industrywide rating service. It suggests, however, that individual rating services contribute toward the support of an office of research methodology, so that technical progress can be made without placing unbearable research costs on any one service.

■ Among the points discussed in the report were these:

• **Fuller disclosure of technical information.** The committee said users should get in printed form full information about procedures and limitations of each service.

• **More audience composition data.** While not all clients want these, the data will be more widely used if they are regularly available, it said. "Each rating service should issue, one or more times annually, the ratings of programs by various population groups."

• **Technical improvements:** More frequent technical evaluation of the data and better policing of interviews. Services using "permanent" samples are particularly vulnerable here, since population characteristics change.

• **Avoiding "dollar-per-1,000" measurements:** When the sample is small, and the rating small—less than ten—the estimates in terms of dollars per 1,000 will inevitably be high, since the estimated rating has been used as part of the denominator. For a similar result, with less danger of bias, the study group suggests "homes per $100" or "audience per $100."

• **Don't rely on small market ratings:** Samples are small and poorly planned, so relatively larger errors will occur more often than in larger markets where large and more carefully selected samples are used, the report said. Advertisers who use many markets will make out all right under the law of averages, but in individual instances bad choices are possible.

■ "Rating services make many estimates, and a certain number of them will differ considerably from the values they are supposed to estimate," the report explained. "This proportion will not necessarily be excessive, but it cannot be avoided.

"This means that in the issuance of 1,000 ratings, perhaps 50 out of the 1,000 may differ more than one would like. But anyone who is concerned with all 1,000 ratings will certainly not be too greatly handicapped by the fact that some 50 of them are poor.

"The batting average will be quite good. Thus, the big advertisers, the big broadcasting chains, will not have any problem because what they lose in one way they will probably gain in another. Some programs will look poorer than they are, others will look better than they are, but on the whole there will be an opportunity to balance out.

■ "For the small stations, and for programs having smaller audiences, however, the situation can be more serious. If, for example, an advertising agency is deciding with what stations to put some spot programs or commercial announcements, by going down a list of stations—stopping at the stations having the highest ratings that provide sufficient number of commercial announcements or spot programs for its purpose—then obviously a station may be included or excluded just on the basis of certain rating information."

But rating may not occur very often for that station, if it is in a small market. "Thus, not only does the station lose for the time being; it also has little opportunity to reverse the error, and may find the mere fact that it does reverse the earlier error counts against it on the ground that it is unstable when, in fact, it has been simply unfortunate from a sampling point of view.

■ "Again from the point of view of the advertising agency, this is probably not a very serious loss to it, because the station that was unnecessarily graded low may well have been replaced by another station whose rating was not really much different."

Study group members besides Dr. Madow, were Dr. Herbert H. Hyman, of Columbia University, and Dr. Raymond J. Jessen, of CEIR Inc. #

Robert F. Lloyd, Florida Engineer says...
"Infiltration 91% below specified allowance"
At Vero Beach, Florida, maximum allowable infiltration was 6,000 gal. per mi. per day. But tests proved infiltration averaged only 500 gallons . . . 91% below the allowance. That's because the new sewers are built with Dickey Coupling/Pipe. The Dickey compression-type Coupling locks sewage in . . . locks ground water out. By reducing infiltration to a minimum, pump stations handle only actual sewage flow. And, the Dickey plastiseal Coupling is flexible, too . . . holds tight even under normal deflection.
Send today for free fact-filled Bulletin 718
Providing improved sanitation for better living
DICKEY sanitary salt-glazed clay pipe
W. S. DICKEY CLAY MFG. CO.
If it's made of clay it's good . . . if it's made by Dickey it's better
A firm push...a sewage-tight joint
Dickey Coupling speeds and simplifies sewer construction
DICKEY

CHANGE—W. S. Dickey Clay Mfg. Co. is breaking away from its prior campaigns which featured case histories and testimonials and forced it to use "the same old photographs of another guy in a sewer trench" (left) and switching to action type photographs (right). Ads will break in April in issues of more than 70 regional publications in an 18-state area. Robertson Advertising is the agency.

Curtis' '60 Ad, Gross Revenue Up; Net Profits Drop

PHILADELPHIA, March 24—While gross operating income for Curtis Publishing Co. for 1960 was up more than $5,000,000, net profits after taxes fell off sharply to $1,079,361.

Gross operating income totaled $248,607,091, compared with $243,043,688 for 1959. Operating income for 1960 was $186,894,956 after commissions and discounts, compared with 1959's $182,494,938, the 1960 annual report to stockholders said.

Robert E. MacNeal, president, reported that the net profit after taxes of $1,079,361 compared with $3,960,810 the previous year.

He also reported that the expanded program of making available a wide selection of print spectaculars continued successful, with a total of 46 such inserts in the *Post*, *Ladies' Home Journal*, *Holiday* and *American Home*, with a gross revenue of $4,435,000.

■ Referring to complaints by the FTC against Curtis Circulation Co. charging the granting of certain allowances to Union News Co. and other railway news agencies, Mr. MacNeal said that even though a consent order was signed the net over-all effect should not be substantial.

He also predicted the first quarter of 1961 will find Curtis in the red because of a sharp decline in linage over the past two months. He disclosed that all expenditures are being reevaluated.

Gross ad sales of the *Post* for 1960 reached a new high of $103,930,494 (compared with $97,456,146 for 1959), as did average net paid circulation of 6,301,789. Mr. MacNeal also reported that ad sales for the *Journal* declined in 1960 to $28,366,234 from $31,048,653 in 1959. In 1959, average net paid circulation rose sharply to 6,414,890.

■ Gross advertising sales of *Holiday* for 1960 also reached a new high of $11,126,981, compared with $9,599,314 for 1959, with average net paid circulation up slightly to 936,749 from 930,701. Advertising revenues for *American Home* in 1960 were down to $8,341,385 from $9,292,709 for 1959, while average net paid circulation in 1960 increased to 3,689,877 from 3,557,269 for 1959. The average net paid circulation for "Jack & Jill," which does not accept advertising, increased sharply in 1960 to 834,068 from 671,798 for the previous year.

Webcor Promotes Simkowski, Stern to New Positions

Webcor Inc., Chicago, has appointed George R. Simkowski marketing manager of Webcor Sales Co. and Edward C. Stern Webcor-Dormeyer advertising and sales promotion manager, both new positions. Mr. Simkowski, Webcor advertising manager for the past two years, will coordinate advertising and promotion with sales for all Webcor products.

George R. Simkowski Edward C. Stern

Mr. Stern joined Webcor in November, when Webcor acquired Dormeyer Corp., where he had been advertising manager for the past three years. He now will head advertising for both Webcor and Dormeyer products.

'LHJ' TO BOOST RATE BASE IN OCTOBER

PHILADELPHIA, March 24—*Ladies' Home Journal* will boost its circulation rate base to 7,000,000, effective with its October issue. The present base is 6,500,000, and the *Journal* several months ago had announced it would institute a 6,700,000 rate base as of its July issue (AA, Jan. 2).

In the earlier announcement, the *Journal* had announced effective in July the b&w page rate would be increased to $31,490, up from the current $28,275. A new rate card is expected to be announced shortly. #

McCulloch Sets Print Push

McCulloch Corp., Los Angeles, will launch the largest print campaign in its history in April. B&w spreads and two-color inserts are scheduled in *American Forests*, *Chain Saw Industry*, *Crow's Western Equipment & Timber News*, *Forest Farmer*, *Forest & People*, *Journal of Forestry*, *Northeastern Logger*, *Pacific Logger*, *Pulpwood Production*, *Timber Operator*, *Timberman*, *Trees* and *Western Conservation Operator*.

PORTRAIT OF A BUYER WITHDRAWING HIS VALUABLES

He plays it safe. Maybe you should, too! Because sources are worth more than money sometimes. Which explains why Thomas Publishing has such a good thing going—buyers of industrial equipment know Thomas as their best source of product information.

They use the four fat volumes of Thomas Register because they know it's the most complete industrial directory there is. TR weighs nearly as much as the young man in the picture—TR, 48 lbs., buyer, 97 lbs. But he lugs TR around anyhow because he knows that 25,000 other buyers use it too, and this gives him moral support.

Buyers also check the Thomas product information newspaper which comes out every month, Industrial Equipment News. IEN enlists their ardent readership, 81,000 strong, because it tells all about what's new—even uses cutaways and how-it-works drawings to put the facts across.

Bring your industrial promotions full circle—from first announcement to final sale. Advertise in IEN and TR. Both are published by Thomas, product information headquarters for the men who buy.

THOMAS

PUBLISHING COMPANY

Product Information Headquarters

461 EIGHTH AVENUE, NEW YORK 1, N. Y.

Phone: OXford 5-0500

Westinghouse Goes All Out for TV Spectaculars: 18 on Three Networks

(Continued from Page 3)

only until July. During the summer the time period will be filled by pilots of unsold series.

Westinghouse, which has long leaned toward major tv production efforts, chose to return to hour length, which has given it its greatest impact.

■ Placed through McCann-Erickson, the specials will be scheduled two a month for October through March and one monthly for March through September. Commercials will be devoted mainly to consumer products, but there will also be video breaks covering corporate research, engineering and atomic power. Commercials for radio and tv sets will be prepared by Grey Advertising; all other product and corporate commercials will be prepared by McCann.

■ Meanwhile, there was equally good sponsor news from Detroit. The networks which had reason for worry about the hard-pressed auto makers' reluctance to commit themselves to regular tv schedules can begin to relax.

Chevrolet is already committed to regular fall schedules. This week NBC drew renewal promises from Ford Motor Co. and a new contract from Buick. Ford will resume weekly sponsorship of the Hitchcock dramas in the fall, along with alternate half hours on "Wagon Train" and probably partial backing of the "Ernie Ford Show."

■ Buick is dropping the Bob Hope specials, but the company will carry a half hour of Mitch Miller's "Singalong" every other week. Also on NBC, a new show starring Bob Newhart is due to come in as Sealtest's replacement for "Bat Masterson."

CBS has agreed to make room on its fall schedule for "Father of the Bride," co-sponsored by General Mills and Campbell Soup. The pilot for this tv serial adaptation of an old movie was financed by General Mills through BBDO. Lost at CBS were a couple of miffed sponsors, Bristol-Myers and R. J. Reynolds, who dropped "I've Got a Secret" when they were asked to move to make room for a new General Foods' Gertrude Berg series. #

Westinghouse Backs Four-for-One Offer via $2,000,000 Push

COLUMBUS, O., March 22—Westinghouse Electric Corp.'s major appliance division will spend more than $2,000,000 for advertising support of its April-through-June "Four for One" retail promotion.

"Buy a Westinghouse major appliance and get three portable appliances free with it" is the slogan and plan of the promotion, pretested in Detroit during the last six weeks of 1960. The three-appliance lagniappe will consist of a carton containing an electric can opener, a hot dog cooker and a portable mixer. Excluded from the promotion will be purchases of water heaters, dehumidifiers and food waste disposers.

Advertising will include key city newspaper ads, beginning during the week of April 3, and radio and tv announcements. Smaller newspapers will also be used. In addition, dealers will get a catalog of mats and suggested radio and tv spots. #

McKenna, Marsh Promoted

Thomas J. McKenna, sales promotion manager of Encyclopaedia Britannica Inc., has been appointed director of advertising and sales promotion, and Guy Marsh, assistant sales promotion manager, has been promoted to sales promotion manager.

Doublemint Spots Aim at Repeat Sales, Says Meyerhoff Team

EVANSTON, ILL., March 21—Wrigley's Doublemint chewing gum campaign went to college this month, as members of Arthur Meyerhoff Associates, Chicago, explained the soft sell push of the "Double your pleasure" jingle and the Doublemint twins.

The scene was a meeting of Northwestern University's Advertising Society. On hand were about 50 NU students and four members of the Meyerhoff Wrigley account team: Roger Mohr, account executive; Stuart Novy, head of radio-tv; Bill Doscher, research director and Thomas Magsino, creative director. The Meyerhoff staffers rolled off movies of 14 different versions of the Doublemint commercials.

Mr. Mohr explained that the theory of the campaign called for frequent exposure relying heavily on 10, 20 and 60-second tv spots. Because the commercials were booked into almost all the major markets and were aired frequently, the agency wanted to create "palatable" advertising that didn't annoy or irritate.

■ A second consideration was consistency, Mr. Magsino said. Since the agency is promoting a 5¢ product, a prospect who buys Doublemint today is also a prospect tomorrow. The aim was to develop a campaign that was consistent rather than coming up with "something new and amazing every other week," he pointed out.

On both counts the Doublemint jingle and the Doublemint twins filled the bill, the students were told. The twin idea was "a natural," Mr. Mohr said, because "we didn't have to go way out of our way" to find a unifying theme.

He noted that the twin idea was first used for Doublemint back in the mid-'30s, when Wrigley sponsored a radio show with double announcers and twin singing groups. Unlike the current campaign, the mid-'30s push was backed by heavy newspaper schedules and car card and outdoor advertising. The present campaign is bolstered in the U.S. by five-minute radio inserts on NBC's "Monitor." In Canada, Wrigley is using comic supplements to enlarge the visual impression, because tv's penetration is substantially lower there.

■ Because the "double" angle is played to the hilt (about 24 mentions of the word in 60 seconds), the agency wanted to make the spots "grind" as little as possible on viewers' eyes and ears. One way they accomplished this was to vary the beat of the "Double your pleasure" jingle, from waltz to cha-cha-cha to swing. Another was to avoid pictures of the Doublemint package, using just the logo at the end of the commercial. "Nobody's ever pushing the package in your face," Mr. Magsino told the NU advertising group.

Mr. Magsino gave credit for the jingle to copywriter-musician Mike Chon. "A good jingle is a good song," Mr. Magsino said. "The music has to do the same thing the words are doing. We were lucky to have a guy who could write both." #

100 Top Magazine, TV Advertisers in 1960

Compiled by Leading National Advertisers Inc. and Broadcast Advertisers Reports

	Company	Total Expenditure	P.I.B. Magazines General	Farm	Total P.I.B.	P.I.B. Sunday Magazine Sections	LNA-BAR Network Television
1.	General Motors	$ 66,377,052	$ 37,963,619	$1,155,255	$ 39,118,874	$ 4,273,145	$ 22,985,033
2.	Procter & Gamble	50,186,401	3,556,864	3,695	3,560,559	219,163	46,406,679
3.	American Home Products	41,492,211	6,820,355	250,034	7,070,389	1,045,765	33,376,057
4.	General Foods	35,663,339	9,194,991	185,200	9,380,191	7,659,500	18,623,648
5.	Lever Bros.	33,834,149	3,189,259	17,265	3,206,524	2,014,485	28,613,140
6.	Colgate-Palmolive	27,271,321	2,747,867	68,963	2,816,830	1,943,211	22,511,280
7.	R. J. Reynolds	23,877,499	5,222,030	361,456	5,583,486	2,402,597	15,891,416
8.	General Mills	23,613,122	5,351,066	92,344	5,443,410	3,518,005	14,651,707
9.	Ford Motor	23,558,208	10,882,179	854,101	11,736,280	661,995	11,159,933
10.	Chrysler Corp.	22,761,375	12,746,684	245,110	12,991,794	1,131,380	8,638,201
11.	American Tobacco	19,530,866	6,714,711	242,480	6,957,191	2,871,710	9,701,965
12.	Sterling Drug	18,757,706	1,984,590	92,938	2,077,528	1,321,259	15,358,919
13.	Bristol-Myers	18,075,022	6,255,306	14,472	6,269,778	1,057,956	10,747,288
14.	Campbell Soup	16,932,375	8,991,565	———	8,991,565	2,636,110	5,304,700
15.	Philip Morris	16,605,386	4,517,451	———	4,517,451	842,487	11,245,448
16.	General Electric	16,541,227	9,547,245	233,100	9,780,345	1,015,164	5,745,718
17.	National Dairy Products	15,747,927	6,267,562	157,710	6,425,272	792,844	8,529,811
18.	Liggett & Myers	14,632,805	3,197,856	11,690	3,209,546	431,635	10,991,624
19.	National Biscuit	13,989,283	3,162,396	41,500	3,203,896	437,465	10,347,922
20.	P. Lorillard Co.	13,890,447	3,328,776	———	3,328,776	2,806,390	7,755,281
21.	Du Pont	13,836,124	5,383,174	140,787	5,523,961	753,541	7,558,622
22.	Brown & Williamson	13,450,425	422,971	4,410	427,381	489,895	12,533,149
23.	Gillette	13,425,385	1,256,188	———	1,256,188	93,895	12,075,302
24.	Texaco	13,109,529	747,177	200,530	947,707	———	12,161,822
25.	American Tel. & Tel.	13,025,190	10,768,628	313,448	11,082,076	38,750	1,904,364
26.	Kellogg	12,666,791	2,572,947	71,830	2,644,777	121,818	9,900,196
27.	Eastman Kodak	11,859,542	6,377,992	———	6,377,992	209,756	5,271,794
28.	Westinghouse Electric	11,812,258	2,204,208	146,310	2,350,518	636,575	8,825,165
29.	Distillers Corp.-Seagrams	11,127,593	10,876,273	———	10,876,273	251,320	———
30.	Miles Labs	10,200,318	741,467	———	741,467	619,405	8,839,446
31.	Warner-Lambert	9,251,898	3,173,336	———	3,173,336	614,502	5,464,060
32.	Alberto-Culver	8,822,038	———	———	———	———	8,822,038
33.	Corn Products	8,803,025	3,442,979	19,430	3,462,409	1,998,260	3,342,356
34.	S. C. Johnson & Son	8,723,011	616,589	2,675	619,264	———	8,103,747
35.	Revlon	8,719,767	4,254,906	———	4,254,906	244,981	4,219,880
36.	Armour & Co.	8,286,891	3,884,155	91,701	3,975,856	322,665	3,988,370
37.	Quaker Oats	8,129,864	4,075,655	16,600	4,092,255	1,015,035	3,022,574
38.	Goodyear Tire & Rubber	8,109,952	5,864,944	332,740	6,197,684	92,360	1,819,908
39.	Pillsbury	7,972,521	2,061,002	43,589	2,104,591	940,620	4,927,310
40.	J. B. Williams Co.	7,801,556	5,535	———	5,535	166,395	7,629,626
41.	Radio Corp. of America	7,726,161	3,923,797	3,750	3,927,547	63,247	3,735,367
42.	Standard Brands	7,537,777	4,194,052	163,675	4,357,727	292,910	2,887,140
43.	Ralston Purina	7,175,267	222,225	496,367	718,592	389,635	6,067,040
44.	Armstrong Cork	6,971,675	2,790,641	———	2,790,641	———	4,181,034
45.	B. F. Goodrich	6,680,410	4,747,008	355,744	5,102,752	9,500	1,568,158
46.	Johnson & Johnson	6,555,581	1,815,208	65,410	1,880,618	377,333	4,297,630
47.	Carter Products	6,472,286	283,854	14,257	298,111	———	6,174,175
48.	Scott Paper	6,441,750	1,886,951	———	1,886,951	533,851	4,020,948
49.	Kimberly-Clark	6,214,530	2,397,424	13,560	2,410,984	279,260	3,524,286
50.	National Distillers	6,105,702	6,077,070	2,627	6,079,697	26,005	———
51.	Hunt Foods & Industries	6,038,697	5,962,317	———	5,962,317	76,380	———
52.	Aluminum Co. of America	6,008,939	2,107,143	26,460	2,133,603	382,410	3,492,926
53.	Swift & Co.	5,850,686	4,156,360	57,881	4,214,241	270,225	1,366,220
54.	U. S. Steel	5,835,399	2,387,736	149,045	2,536,781	———	3,298,618
55.	Firestone Tire & Rubber	5,740,401	3,741,078	208,540	3,949,618	1,573	1,789,210
56.	Bayuk Cigars	5,705,471	———	———	———	———	5,705,471
57.	Carnation	5,704,857	2,270,895	133,835	2,404,730	290,980	3,009,147
58.	H. J. Heinz	5,667,278	1,740,942	62,000	1,802,942	924,285	2,940,051
59.	Sperry Rand	5,512,573	2,358,358	328,496	2,686,854	42,535	2,783,184
60.	Beech-Nut Life Savers	5,498,812	679,695	———	679,695	———	4,819,117
61.	Prudential Insurance	5,445,766	350,490	15,120	365,610	1,313,295	3,766,861
62.	Block Drug	5,271,765	29,375	———	29,375	———	5,242,390
63.	Helene Curtis Industries	5,131,765	817,143	———	817,143	964,580	3,350,042
64.	Chesebrough-Pond's	4,930,355	3,132,026	———	3,132,026	12,180	1,786,149
65.	Kaiser Industries	4,913,691	383,249	82,402	465,651	———	4,448,040
66.	Hiram Walker	4,907,953	4,907,953	———	4,907,953	———	———
67.	Richardson-Merrell	4,791,263	1,387,856	347,545	1,735,401	681,335	2,374,527
68.	Jos. Schlitz Brewing	4,735,870	1,930,610	———	1,930,610	179,730	2,625,530
69.	California Packing	4,704,050	3,056,746	93,105	3,149,851	1,066,090	488,109
70.	American Chicle	4,612,913	———	———	———	———	4,612,913
71.	Coca-Cola	4,421,877	3,860,797	———	3,860,797	———	561,080
72.	Drackett	4,349,678	722,869	49,285	722,154	———	3,577,524
73.	Columbia Broadcasting	4,279,868	3,907,335	———	3,907,335	372,533	———
74.	Dow Chemical	4,203,939	2,401,775	85,856	2,487,631	102,695	1,613,613
75.	Reynolds Metals	4,143,655	752,210	5,565	757,775	567,720	2,818,160
76.	Sears, Roebuck & Co.	4,101,704	1,271,189	2,750	1,273,939	———	2,827,765
77.	Standard Oil Co. (N.J.)	3,912,352	3,068,791	57,406	3,126,197	———	786,155
78.	Studebaker-Packard	3,868,110	2,644,610	109,101	2,753,711	50,150	1,064,249
79.	General Telephone	3,851,981	3,546,185	———	3,546,185	190,500	115,296
80.	Mutual Benefit H&A	3,685,242	133,786	———	133,786	515,020	3,036,436
81.	American Motors	3,641,527	2,670,770	38,310	2,709,080	506,150	426,297
82.	Sunbeam	3,532,522	1,707,092	318	1,707,410	———	1,825,112
83.	New York Life Insurance	3,513,681	2,183,378	252,780	2,436,158	1,077,523	———
84.	Pet Milk	3,484,282	935,506	———	935,506	19,375	2,529,401
85.	Schenley Industries	3,452,075	3,429,290	———	3,429,290	22,785	———
86.	Renault	3,441,210	1,539,342	———	1,539,342	3,751	1,898,117
87.	Polaroid	3,378,120	622,934	———	622,934	———	2,755,186
88.	Book-Of-The Month Club	3,358,666	2,870,885	———	2,870,885	487,781	———
89.	Union Carbide	3,356,399	1,923,255	30,390	1,953,645	98,292	1,304,462
90.	Borden	3,348,076	2,716,266	17,890	2,734,156	———	613,920
91.	Seven-Up	3,320,145	2,213,795	15,500	2,229,295	———	1,090,850
92.	Shulton	3,279,331	2,954,943	15,500	2,970,443	169,310	139,578
93.	Olin Mathieson	3,251,455	831,707	63,400	895,107	165,865	2,190,483
94.	Doubleday & Co.	3,228,884	1,119,962	———	1,119,962	2,108,922	———
95.	American Can	3,215,587	3,115,287	———	3,115,287	100,300	———
96.	Anheuser-Busch	3,200,589	1,905,241	———	1,905,241	648,775	646,573
97.	Pepsi-Cola	3,148,470	1,699,135	2,100	1,701,235	1,447,235	———
98.	John H. Breck	3,118,956	1,170,001	———	1,701,001	95,400	1,322,555
99.	Gulf Oil	3,118,154	1,402,657	45,658	1,448,315	335,230	1,334,609
100.	Purex	3,070,618	597,271	———	597,271	193,395	2,279,952
	TOTAL	$1,004,638,195	$350,559,964	$8,822,991	$359,382,955	$65,148,085	$580,107,155

This Week in Washington . . .

Dixon Pitches in to Tie FTC Efforts to Kennedy's Anti-Monopoly Program

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 23—It is sometimes said that nobody can make a first rate agency out of the Federal Trade Commission. But Paul Rand Dixon, who worked there 20 years, took over the chairmanship this week confident that he has the formula.

To provide a sense of mission, he will tie FTC closely to the anti-monopoly program of the Kennedy administration. To eliminate delay, which has typified FTC's performance in the past, he will propose extensive reorganization.

As chief counsel for the Kefauver anti-monopoly subcommittee during the past four years, Mr. Dixon directed far-reaching investigations into such industries as steel, autos, bread and drugs. At FTC Mr. Dixon will have hundreds of investigators, economists and lawyers ready to follow the leads he turned up with the relatively limited investigating resources of the Kefauver committee.

■ He has made no secret of his willingness to tie FTC to the program of the White House, even if this means more Presidential influence over the commission than FTC has even felt in the past. "It's not truthful to talk about having a free enterprise system, if we tolerate the conditions which our investigations uncovered," he has said.

Mr. Dixon's entire career has been at FTC and the Kefauver committee. In college he had been among Vanderbilt's football greats. But in 1938 he arrived here jobless, with a new law degree in his hands. His fellow Tennessean, Judge Ewan Davis, then chairman of FTC, gladly added him to the commission staff.

■ At FTC he handled some of the commission's most complicated anti-monopoly cases. But just after taking his oath of office Tuesday, he observed: "During my service in the Senate, my eyes were opened to the seriousness of the monopoly problem that confronts this nation of ours."

In the cold war, the nations of the world must choose between communism and our free way of life, he observed. "Our economic way of life is part of that struggle. Whether our economy remains free or not depends in part whether this small agency does its part."

■ In addition to this sense of mission, Mr. Dixon hopes to introduce procedural changes which will help shake off FTC's lethargy.

When it was set up in 1914, sponsors hopefully promised FTC would become a major influence over the ethics of the market place. Soon, however, it became embroiled in legal hair-splitting. By the time it decided a case, business men had lost interest in the original issue.

FTC became known as "The Old Lady of Pennsylvania Ave." Dedicated young government lawyers preferred to work elsewhere. In only one instance has an FTC commissioner moved on to higher federal office.

■ As Mr. Dixon takes over, however, FTC was already on the upgrade. Under Earl Kintner, FTC learned how to influence the ethics of the market place without bogging down in time-consuming litigation. Investigations were planned on an industry-wide basis. Through consultation, bad practices were eliminated while they were still fresh on everyone's mind.

Much FTC effort necessarily involves fight-to-the-finish litigating of cases. And Paul Rand Dixon thinks he knows how to accomplish this much more efficiently than FTC has been doing it in the past.

■ FTC cases drag out, he believes, because there has been too much paper shuffling at the investigating stage. Then, after the evidence is collected, he finds the cases are turned over to hearing examiners who already have far more work than they can handle.

He expects to do a complete house cleaning on the investigating process. As it stands now, cases are picked, legal strategy planned and evidence collected by the bureau of litigation. He plans to center the planning with the lawyers who have to arrange the prosecution of the case. The investigators will function only as legmen, collecting the information that the prosecutors need.

His determination to do something about the hearing examiner situation illustrates the background that he brings to his job. Every litigated case is heard and decided by a hearing examiner. But FTC has only 15 of them, and there are nearly 400 cases backed up waiting to come to trial.

■ Because the hearing examiners have such heavy loads, each case gets only a few days of attention before the examiner moves on to the next. A complicated anti-monopoly case may require eight to ten weeks of trial. Under the present system, with examiners devoting only a few days at a time to any particular case, there are at least a dozen complicated cases which have been "in hearing" for six years or more, moving laboriously toward decision.

One examiner recently held a few days of hearing on a difficult case, then discovered that he can't fit it into his schedule again until some time in early 1962.

The new chairman feels strongly that there is no justice in a system which lets cases drag on for years at a time. "In many instances," he says, "the small firm that lodged the complaint has been forced out of business before FTC gets the case decided."

Besides increasing the number of hearing examiners, he proposes to change their method of operation. Instead of keeping 15 to 20 cases active at a time, he suggests that the cases be handled in series. Once a case goes to hearing, the hearing would continue until the evidence is in.

■ His first sense of frustration may arise when he starts discussing his new hearing examiner procedure with some of the FTC's "old guard."

One examiner observed the other day that there's a lot to be said for the existing way of doing business. "Now I move ahead steadily on 15 to 20 cases, giving each of them some of my time," he pointed out. "If I took them in series, some of these cases couldn't be scheduled for trial until 1963 or 1964."

"Doesn't this demonstrate that the existing system tends to hide the fact that hearing examiners are handling much more than they ought to be handling? By scheduling the cases in series, couldn't the commission prove beyond doubt its need of more hearing examiners?"

"If you examine the total elapsed time in our cases, from beginning of investigation to final order," said this hearing examiner, "I think you will find that the FTC record compares favorably with the anti-trust prosecutions of the Department of Justice. Because our cases are in the trial calendar so long, investigations are relatively brief, with the remainder of the investigating completed while the case awaits trial. On the other hand, the Justice Department investigates exhaustively and consumes much more time preparing its cases. Its cases get to trial sooner, but the time had already been lost in the investigation." #

Linares Lawrence Lucinatelli
Toro Jennings Garfunkel Arosemena

THE BRANIFF TEAM—*Representatives of the advertising agencies now handling Braniff International Airways in Latin America met for two days in Lima, Peru, to get details of the 1961 ad program worked out by Cunningham & Walsh. On hand were Wallace Lawrence, vp, and John Lucinatelli, media supervisor, of Cunningham & Walsh; Juan Linares, Publicidad Eter, Buenos Aires; Guillermo Toro, Publicidad Toro, Bogota; Burns Jennings, Publicidad Jennings, Lima; Pierre Garfunkel, Publitec, Sao Paulo; and Ramon Arosemena, Mykland Publicidad, Panama City.*

CBS Formalizes Policy on Conflict of Interest

The Columbia Broadcasting System, New York, has formalized its policy concerning conflict of interest and has asked company executives and top ranking employes to inform a special committee, headed by Lawyer Robert F. Colin, of "any outside interests which might be in conflict with the policy."

Among the prohibitions set forth in this policy are: Any interest by an employe or his immediate family in an organization doing business with CBS if that employe is in a position to influence said transactions; any interest by an employe or his immediate family in any organization which competes with any of the CBS operations; any interest by an executive classified employe or his immediate family in a radio-tv station, equipment manufacturer, broadcast programming producer, music publisher, radio-tv station rep, and ad agency, among other companies, and acceptance by employe or his family of commissions, profits, loans, gifts, etc. from any companies doing business with or competing with CBS.

Rumrill Elects Four; Adds Two

Rumrill Co., Rochester, N.Y., has elected four new directors. All vps, they are Donald B. Miller, sales manager and director of marketing; Alfred W. Vitale, comptroller; Donald J. Atkinson, general manager of the Buffalo office; and Bruce W. Jones, general manager of the New York office. The agency has been named to handle advertising for General Railway Signal Co., Rochester. Rumrill's Utica, N.Y., office has been named to handle advertising for New York State Electric & Gas Corp., Ithaca.

Fawcett Appoints Plante

Robert B. Plante, formerly circulation promotion manager of *Coronet*, has been appointed promotion manager of Fawcett Publications Inc. women's group and *Mechanix Illustrated*. He succeeds Ron Schiff, who recently moved to *True*, a sister magazine, as promotion manager.

Videodex Network TV*

Feb. 1-7, 1961

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	37.1
2	The Untouchables (Armour, L&M, Whitehall, Beecham, ABC)	33.4
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	32.4
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	31.0
5	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	30.6
6	77 Sunset Strip (Several sponsors, ABC)	30.1
7	Candid Camera (Lever Bros., Bristol-Myers, CBS)	29.4
8	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	28.8
9	Perry Como (Kraft Foods Co., NBC)	28.2
10	Jack Benny Show (Lever Bros., State Farm, CBS)	28.1

Rank	Program	Homes** (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	16,400
2	The Untouchables (Armour, L&M, Whitehall, Beecham, ABC)	14,400
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	14,200
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	13,600
5	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	13,400
6	77 Sunset Strip (Several sponsors, ABC)	13,000
7	Candid Camera (Lever Bros., Bristol-Myers, CBS)	12,900
8	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	12,500
9	Perry Como (Kraft Foods Co., NBC)	12,400
10	Jack Benny Show (Lever Bros., State Farm, CBS)	12,300

* Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.

Entertainment First Choice of Milwaukee TV Viewers: WTMJ-TV

MILWAUKEE, March 21—The overwhelming proportion of Greater Milwaukee's tv viewers feel their needs are best served by pure entertainment programs, a preference survey by WTMJ-TV showed.

The station said westerns do not have the high popularity that is generally expected. Many respondents said they want fewer programs of this type.

The favorite program types, on the basis of most mentions in the top 50 preferred shows, were, in order of preference: Popular music and variety; drama; mystery-detective-adventure; westerns; movies; news and weather; and sports.

There was only one primarily informational program in the "favorite" program list of the top 50 shows, and it was in 47th place. There were no strictly religious programs in the list. The first religious program was in 71st place in the survey, which was conducted in January.

■ An interesting paradox was found in the opinions concerning discussions of serious subjects. Apparently certain classes of programs which "best meet the viewers' needs" are not necessarily the same classes they would like to have more of on the air.

For example, only 4.3% of the women surveyed listed discussion of serious subjects as "first class" choices. But, answering the question, "Would you like to have more or less programming in these classes?" 39.7% of these same women said they would like to have more programs on serious subject discussion.

Further analysis showed that viewers do not necessarily look at the programs they say they want more of on tv schedules. #

Ivey Switches to Client Side

Marc C. Ivey, formerly Kasco dog food account executive at Donahue & Coe, New York, has joined the Best Foods division of Corn Products Sales Co. as vp and manager of Kasco sales.

McCourt to 'Philadelphia News'

David B. McCourt, formerly with Hearst Advertising Service, has been named national advertising manager of the *Philadelphia Daily News*.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 50,026

HELP WANTED

Latin American animated film producers need top notch agent in the States to promote business among agencies & producers. 2 year contract, expense account & office will be provided for the right person. Minimum production—per month—will be required, m.o.i. 180 ft. of fully animated answer print. Applications will be examined until April 15. Letters to: **Manager, AVA, Alsine 1535-Buenos Aires, Argentina.**

COPY EDITOR for leading engineering industrial magazine. Chicago. New position. Liaison with art and production. Will report to Executive Editor.
Box 4682, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PHOTO RETOUCHERS—Want to get out of the big city; work on national accounts, in color; make money year around with paid vacation? **Write or call D. R. LIGHT COMPANY, 1516—15th Street, Moline, Illinois, Phone 762-5537.** Do not apply unless you are experienced and good.

MOLENE PERSONNEL SERVICE
publicity ..... editors
adv. managers ..... copywriters
Artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ART DIRECTOR
For one-man Art Department in new, fast-growing advertising agency. Need original thinker with taste and initiative to develop art plans for present accounts and new business—all products and services. Must know sources of finished art, with knowledge of production. Flair for good copy helpful but not necessary. Will consider young man with experience who knows he's "got it" and wants a place to grow. Good spot for "about to retire" creative Director to get away from the rush of New York City but stay active on consulting or full-time basis. Southern New England location. Please send resume and all details to—
Box 4683, ADVERTISING AGE
630 Third Ave., New York 17, New York

ASST. ADVT. DEPT. MGR.
For large retail chain in Cleveland. Supervise 7 people. Must know copy, lay-out and finished art. Some administrative duties including budget and media contracts. Age under 40 preferred. Company will assist with moving expenses. Previous experience desirable in department, variety or drug chain advertising. Give details including salary
Box 4684, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

WANTED
COPY WRITER—COPY CHIEF
One of America's best-known publishing houses offers a once-in-a-blue-moon career opportunity for all-around ad man whose #1 strength is common sense copy. Recent book experience required. Know copy layout and production. Too good an opportunity for only a mimeo resume. Sell yourself by letter. Write:
Box 4685, ADVERTISING AGE
630 Third Ave., New York 17, New York

Consumer Sales Promoter
Newly created position with big potential for young man who wants to be noticed and who has 5 years experience in consumer promotions. Create and produce stuffers, broadsides, window streamers, counter cards, merchandise displays and other collateral material. Well established premium product sold through distributors and dealers to drug, hardware, radio-TV, photographic, auto supply and department stores. Consumer product background essential. Located Midwest.
Box 4686, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASSISTANT MAGAZINE EDITOR
Prefer journalism graduate with science or engineering major, under 25. Proved ability to handle technical subject matter essential. Must be able to learn fast, produce good copy, meet deadlines. Send complete details, photo, and sell yourself
Box 4687, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

200-1,000 new Executive job openings reported monthly. Write in confidence for free Report. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4.**

Call Beth Turnbull
BARNARD PERSONNEL
220 S. State St., Room 910, WA 2-2306
for the right type of talent to face any art job.

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

ADVERTISING SPACE SALES
Excellent opportunity for young energetic man to learn space sales. National representative firm has opening in Chicago office. Write giving personal background and employment history to:
Box 4706, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

CIRCULATION MANAGER
Thoroughly experienced all phases national business publications audit, promotion and fulfillment. Interested in change.
Box 4610, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE COPY, LAYOUT, PROD. ads, catalogs, folders, sales lit. Skilled pro, imaginative ideas. Varied cons.-indust. exp. Art-to-prod. Reasonable.
Box 4667, ADVERTISING AGE
630 Third Ave., New York 17, New York

FOR SALE TO AGENCY OR INDUSTRY
Over 35 years of FUTURE productivity. Ideas unlimited and a love for copy writing included. One year Adv. Mgr., 3 college degrees, 2 years teaching advertising at University. Yours for $8000 and St. Louis location.
Box 4688, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VISUAL COMMUNICATIONS
Unique bg. in TV programming. Mot. Pix Prod. & A-V Aids. Inventive mind. Strong on accomplishments with team members. Best spot-Group head or Right hand man.
Box 4644, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE COPY ACE
Can spark result-getting advertising for Chicago agency or manufacturer. Top-notch idea man and wordsmith, strong on all creative phases of marketing—any product, any medium. 10 years 4A agency seasoning, plus broad manufacturing background. Costs slightly above average—and worth it! 4 cents gets you details.
Box 4689, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Writer getting experience and bus fare at leading electronics distributor wants to turn pro. Offering BS (Journ Adv.), liberal education, horse sense and 2½ years industrial, electronics and financial copy experience (catalogs, articles, sales letters, house organ, proofreading, press releases). Chicago area. $450-500.
Box 4690, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER
Experienced wordsmith with active mind full of new, exciting ideas. Work on all print media, collateral aids. Also can handle publicity. 12 yrs. ad business. Chicago area only. Available now.
Box 4691, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE PR and SALES PROMOTION
Seasoned PR specialist, strong mktg., sales prom., consumer and trade product publicity background. Working knowledge, good press contacts top 50 markets. Available for special promotion and/or specific assignment. Will travel.
Box 4692, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

Editor or Managing Editor
Age 34, Master's Degree in journalism, 2½ years' experience as editor of trade association magazine, also experience in public relations, sales promotion, and advertising. Desire editorial position in trade magazine field in Chicago area.
Box 4693, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYSMITH SEEKS FORGE
Agency copy director offers 12 yrs experience channeling market motivations. Persuasive talent in all media; industrial, consumer, hard, soft lines. Background posts include Sales Prom Mgr for national publishers and Ad Mgr for top mfrs. Ambitious idea man, 37, knowledgeable in mktg, mdsg, client/customer contact, planning, prod, art and traffic. Cogent personality. Confirmed cosmopolite. BA-English.
Box 4694, ADVERTISING AGE
630 Third Ave., New York 17, New York

ARE YOU SHOVELING MONEY DOWN AN ADVERTISING RATHOLE?
90% of industrial/businesspaper ads can be improved. Satisfied with yours? Top copywriter will give you a no-holds-barred evaluation of your ads and show you exactly how to make the most of your message. Confidential. You pay nothing if not satisfied. Mail proofs today.
INDUSTRIAL CONSULTANT
Box 4695, ADVERTISING AGE
630 Third Ave., New York 17, New York

DEAR NORTHWESTERN U.S. AD AGENCY—If you are looking for a highly creative, ambitious, experienced young art director, let's talk.
Box 4696, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Production Art Director and Revamper—14 yrs. studio and agency exp.—All types of adv.—Desires position—Female.
Box 4703, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP GIRL FRIDAY
IF YOU CAN WAIT
Experienced executive secretary formerly assistant to publisher seeks position. Arm injured. Will do anything at half salary until arm recovers in 3 to 6 mos. Reception, filing, etc. Then full duties. Chicago only. Write
Box 4704, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Ad, Editorial, Production skill in one young package. Extra strong in copy and mail order. Desire to head or assist head of dept. Low 5 figures.
Box 4707, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Young, well-rounded AD Man, bursting with all 'round "know-how". Radio-TV, P.R., Direct Mail, Sales Promotion, Agency Experience! Want position L. A. area.
5228 Hermosa, L.A., 41. CL6-6077

REPRESENTATIVES WANTED

New publication, only one of its kind in its field, needs aggressive space representatives. Unlimited potential. **P.O. Box 3568, Detroit 3, Michigan.**

New electronic publication seeks space representatives in all sections of country. If you know this field and can handle a potentially hot magazine write
Box 4697, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

New York Advertising Rep. wanted by national, special-interest monthly. ABC. Accounts, blue chip. Publication five years old; growth record exceptional.
Box 4698, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.
Box 4593, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FLORIDA Coverage in depth. Experienced rep. can handle 2 more consumer or trade publs.
Box 4699, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLISHER'S REP—EAST COAST
Available to represent growing consumer or trade magazine.
Box 4700, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLISHERS' REPRESENTATIVE
A developer and producer with an excellent record seeking publication in the Chicago territory. Commission basis.
Box 4705, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

NEW YORK BROKERS
Your inquiries handled promptly and accounts protected by AAA rated Milwaukee lithographer. Quality sheet fed 77" four colors, Plate Department, complete Bindery. Write for further plant and service details.
Box 4701, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

For Sale
Small profitable agency located in Chicago for sale due to death of partner.
Box 4708, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

Rhymes for commercials, advertisements and radio programs. No charge unless accepted. CH-2-3797.
Box 4702, ADVERTISING AGE
630 Third Ave., New York 17, New York

ENGINEERS AT THEIR HOME ADDRESS. Over 125,000 Select by types. On Speedaumat Plates. Lowest rates. **DECISION, INC. 4617 Red Bank Rd., Cincinnati 27, O. BR 1-3200**

COPY CHIEF WANTED

Top quality persuasive copy needed. Position requires mastery of direct mail copy, printed media and collateral. Must be good writer, also supervise staff writers and agency copy. Work in ad dept. of aggressive company, leader in its field. Small midwestern city, 40 miles from Chicago. Salary depends upon your qualifications. Describe how your experience fits our needs.
Box 663, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

LAYOUT ARTIST

Medium-size, Chicago advertising agency needs another experienced layout artist for its expanding art department. He must be able to render layouts fast—in a crisp, original, highly creative manner with minimum direction. Should be familiar with type faces, marking up copy and preparing art for production. Agency experience preferred. Excellent salary. **Call or write: Creative Director, Stern, Walters & Simmons, Inc., 201 E. Erie, Chicago 11, Illinois, Michigan 2-4990.**

Need a Copy-Contact Pro

Who produces reams of copy and keeps clients happy? Grass roots experience on both sides of desk. Mostly writing. Flair for **selling** copy, all media; industrial or consumer.
Box 670, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN

Leading metalworking magazine requires young man for N. J.-Penn.-Md. territory. Salary first year. Prefer resident of Philadelphia or vicinity.
Box 674, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
167 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

VERSATILE WRITER
Wanted
For a New England Chemical Manufacturer

A writer who does not flinch at the prospect of dropping a speech to push a news release; who can shift smoothly from a product booklet to an external house organ; to a direct mail piece.
Terrific opportunity for a college grad, 27-33. Prospects excellent for a second spot in advertising—public relations department. Chemical industry experience not critical: willingness to learn essential. Company and working conditions excellent—so is starting salary.

Send complete resume in confidence.
Samples will be requested later.

BOX 662, ADVERTISING AGE,
630 THIRD AVENUE, NEW YORK 17, NEW YORK

COPY WRITER WANTED

to meet continued growth of top Chicago food agency. Must have 3 or 4 years Radio-TV writing experience with agency, or proven professional ability. Excellent opportunity to join highly creative staff on top national accounts. Out-of-town applications welcome. Salary open. Reply, with full resume, to:

Box 672, Advertising Age
200 E. Illinois St., Chicago, Ill.

TOP CREATIVE MAN FOR S.E. AGENCY

Growing southern agency primarily in national and regional packaged goods seeks a copy chief who can quickly prove himself capable of becoming creative director.

Must be able to find major sales idea in a product and convert it into a unique sales approach that sells the product.

Opportunity to become stockholder. Profit Sharing Trust Plan now in effect.

Send complete resume of experience, education, salary range to:

President
Henderson Advertising Agency, Inc.
P.O. Box 5308
Greenville, South Carolina

COPYWRITER

Our 37 year old, highly regarded Chicago agency now has a newly created opening for a young copywriter.

If your talents lean toward the industrial field, yet you are versatile enough to write copy for real estate, trade accounts, etc., then you should investigate this position. Salary to start is $6,000.

This position entails hard work, but, if you can produce, it will be a lifetime job with a limitless future.

For the proof, contact:
Box 667, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING JOB COUNSELING

A new job counseling service for those in the advertising, marketing and media fields either thinking of moving or actively searching. Get expert guidance in planning an efficient job search, invaluable in today's highly competitive employment market.

Backed by solid experience in marketing, advertising and personnel evaluation, this service, for a practical fee, will help you: write an effective resume (100 copies produced and delivered to you), create a hard-sell written and verbal presentation of yourself, and target your objectives.
Our job search format is simple, effective, and confidential.

PHONE OR VISIT:
SHERMAN HOYT
420 Lexington Avenue, New York, N. Y. Phone LE 2-0042-3
No obligation for initial interview

NEW YORK ART FIRM SEEKS MERGER

Well established, highly reputable, nationally known New York firm organized and fully equipped to provide art, photography and production services for advertisers and advertising agencies seeks merger. Have large space in mid-Manhattan, good sales force, excellent talent.

Box 666, Advertising Age
630 Third Avenue
New York 17, New York

PUBLICATION FINANCING IS AVAILABLE IN DULUTH

Liberal credit or outright capital investment in worthy publications is available in Duluth, where banks and graphic arts suppliers are reaching out to expand an already growing graphic arts center.

Over 25 periodicals are now being produced in this low-cost, centrally-located community. May we discuss your needs in confidence?

The Duluth Industrial Bureau
Duluth 2, Minnesota

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind — any medium

8000 DOCTORS READ
THE BULLETIN, official twice-monthly magazine of the Los Angeles County Medical Association.
Consumer Items Accepted—Agency Commission
1925 Wilshire Blvd.
Los Angeles 57, Calif. HUbbard 3-1581

Sales Promotion Supervisor Seeks Assistant
This is an interesting and challenging opportunity for college woman under 40 to help write direct mail, trade ads, and assist our ad space salesmen. Figure aptitude and secretarial skills preferred. Excellent starting salary and many exceptional fringe benefits. Send resume. All held confidential.
Box 673, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

EDITOR-EXECUTIVE
Top flight editor and creative writer with heavy marketing and publishing background seeks responsible position requiring broad knowledge of public relations and communications. Solid record of extensive business and trade association experience. Box 678, Advertising Age, 630 Third Ave., New York 17, N.Y.

Our 50th Year
COPYWRITERS (2)—indus. & gen. a/c's—(1) Chgo. (1) Wis. $8-10,000
ASST. MERCH. MGR.—food exp a "must"—good potential 8,000
JR. COPYWRITER—man or woman creative house-organ ability 6,500
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

POINT OF SALE EXECUTIVE
Rare combination of creative ability, production foresight and administrative capacity. 15 years on top-flight accounts, 4-A agency experience. All phases of retail level direct-sell, all agency-client echelon, all graphic arts personnel. Needs responsible position as Point of Sale Manager, Display Director or Group Art Director. Write for complete resume.
Box 675, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Mr. Account Executive:
Do you have a client who is scouting around for a top-notch, exclusive promotion? I can deliver same in terms of a first-class Clydesdale six-horse draft team. Direct inquiries to: **Lorence Raim, 420 Briarwood, Ames, Iowa.**

DO YOU NEED REPRESENTATION
IN CHICAGO?
FOR: • ADVERTISING • PUBLIC RELATIONS • SALES PROMOTION
WRITE: EDWARD F. PAZDUR, INC. 185 N. WABASH AVENUE CHICAGO 1, ILLINOIS
WRITE OR PHONE US FOR A BROCHURE ABOUT OUR SERVICES!

ASST COPY CHIEF
LARGE AAAA AGENCY
St. Louis. Must have experience and ability in creating campaigns, judging the work of others, leadership. There's a real lifetime opportunity here. Box 676, ADVERTISING AGE, 200 E. Illinois St., Chicago, Illinois.

WANTED
COMBINATION ADVERTISING MANAGER AND SALESMAN
A fast-growing food company has a wonderful opportunity for a young, hard-hitting man who can do the following: spend at least 50 per cent of his time calling on the Institutional and Restaurant trade selling. The balance of his time will be spent in writing direct mail and developing promotional ideas, etc. Must be able to write good copy. This is an unusual opportunity for an unusual guy with experience in both selling and general advertising. Salary open.
Sell yourself in a letter giving complete background, present salary, etc.
Box 671, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Expanding in CANADA?
Energetic, mature, versatile . . . this top Canadian advtg-mktg executive will give your new or expanding operations in Canada sound administrative & creative leadership.
Thoroughly experienced: dept. store advtg. & sales prom. mgr.; publisher; agency A/E to VP. Well versed in all media, marketing plans, mass merchandising. Senior man who welcomes senior responsibilities. Toronto-based, re-locate if desired.
BOX 664, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Opening for
brilliant, young
MEDIA PROMOTION COPYWRITER
If you can plan and write exciting, *unusual* media promotion—that makes strong sales sense—a wonderful opportunity awaits you with a group of prestige magazines.
Applicants should have at least 3 years solid copy experience with a major consumer magazine or top-rated business publication. Portfolio must include heavy, *resultful* direct mail, sales presentations, research booklets. Age 25-30, college grad preferred. Finesse in human relations important.
Successful candidate will join an award-winning promotion department where the standards are high, the creative challenge great, and financial rewards far above average.
Write us a good brief sales letter telling why you qualify. Enclose resume, state current and expected salary.
Box 677, Advertising Age
630 Third Avenue, New York 17, N. Y.

TOP LEVEL ADMINISTRATIVE EXECUTIVE OR TREASURER
Interested in associating with good sized, dynamic agency in Chicago or New York. Capital available for investment.
Under 40 years old. Have outstanding record as business manager and management consultant to advertising agencies.
Box 669, Advertising Age
200 E. Illinois St.
Chicago 11, Ill.

DON HARRIS NEEDS:
CREATIVE DIRECTOR. Probably an associate now in a top agency supervising art and copy, consumer accounts. Job is in important office of big agency. Usual plus-benefits. to $25M
ASSISTANT COPY CHIEF, big agency, headquarters office, ultra plus-benefits. Effective in internal and client meetings. A whole-ad-concept man, not a writer only. Can be young if a rising star in prestige agency on consumer accounts. to $19M
PRINT-TV WRITER, special strength in TV, widely varied product experience in respected if not huge agencies. New York. to $15M+
ART DIRECTOR for high-standards agency in which he, writers and AE's will work as teams from first planning stages. Probably in 30's. Profit-sharing, retirement. to $15M
COPY-CONTACT. Animal-health products, farm chemicals. Ag or ag journalism graduate preferred. to $15M
RESEARCH-MEDIA DIRECTOR, big-agency branch, to supervise 3 in research, 10 in media. $12M+
COPY, print-TV. Multi-office agency. Exceptional young writer who'll be worth a lot more some day. $12M
DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago. WA 2-9400

SELF-SERVICE—*P. Lorillard Co. is distributing these 5"-high paperboard buckets to enable retailers to tie in Newport and Kent cigaret sales with matchbook merchandising.*

John D. Jackson, 92, Editor-Publisher of Hartford Dailies, Dies

NEW HAVEN, March 21—John Day Jackson, 92, until last year editor and publisher of the *New Haven Register* and *New Haven Journal-Courier*, died March 17 in Grace-New Haven Community Hospital.

Son of a Civil War general, Mr. Jackson was born in Hartford and began his newspaper reporting career with the old *New York Herald*.

In 1896 he began managing the *Register's* business, became a partner three years later, and, in 1905, assumed complete control. Mr. Jackson remained active with the *Register* and the *Journal-Courier*, which he had edited and published since 1925, until 1958. He had been co-owner of the *Worcester Gazette* from 1899 to 1920.

ROY S. POLLOCK

LITTLE ROCK, March 21—Roy S. Pollock, partner in the Atlas Advertising Agency here since 1953, died here March 2. He had formerly been associated with Fawcett Publications and the old Sterling Advertising Agency in New York.

GLENN C. MILLER

CINCINNATI, March 21—Glenn Clark Miller, 47, assistant general manager of WCPO tv and radio stations, died yesterday, following a series of heart attacks.

Mr. Miller joined the radio station in 1944 as an announcer.

JAMES CLARKE

CLEARWATER, FLA., March 21—James Irving Clarke, 75, who retired in 1951 as a vp of Bankers Trust Co., New York, died March 16. He was ad manager of the National Bank of Commerce for five years, before joining Payson & Clarke, book publisher, as a vp and director. Mr. Clarke joined Bankers Trust in 1927 and was named a vp in 1940. #

Flynn Gets Two Posts

Ralph Flynn, president and owner of *American Salesman*, has been named general business manager of *Show*, a performing arts monthly which bows next September (AA, March 6). Mr. Flynn, who resigned as president of Popular Science Publishing Co. in December, 1958, subsequently purchased its subsidiary, American Salesman Inc.

Klasing Appoints Clendenin

Robert G. Clendenin, Deerfield, Ill., has been named advertising counsel for Klasing Hand Brake Co., Joliet.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

ART DIRECTOR
Excellent opportunity and starting salary for a top-flight art director. Must be genuinely creative, thoroughly experienced pro, age 30-40. Furniture experience helpful. Chicago location.
Box 665, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

FREE Sample
KNIFE and CASE
Imprint
New knife in plastic case is highly effective premium. Folks welcome it, keep and use it. Has safe, retractable, easily changed razor blade; twine cutter slot, hang-up hole. Ideal office knife. For home, store, factory . . . everything from seam ripper to package opener. Aluminum. So light it goes postage free as envelope enclosure. Low as 12¢. Free Sample.
THE HIGHSMITH CO., FORT ATKINSON 1, WIS.
ANOTHER HIGHSMITH *Mailable* PREMIUM

You get
KING-SIZE ACTION
from a low-cost classified ad in Ad Age

The secret, of course, is that your ad can cost as little as $5 per week — yet it's read by over 177,000 top marketing men. If they like what you offer — you'll get a fist-full of replies. Risk a few bucks with the coupon below and see for yourself.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.
Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____
My Name _____
Street _____
City _____ Z _____ State _____

Clip and mail this form to:
THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Nielsen Says Re-Runs Pull Well, Cost Less; There'll Be Plenty This Summer

Audience Averages Only 4% Smaller for Second Go 'Round, Study Shows

NEW YORK, March 23—Any broadcaster or adman whose conscience is bothering him about what summer re-runism may be doing to impede television can drown out the small still voice by reading aloud to himself the latest Nielsen analysis on re-runs.

This study tells the decision makers, who chose to stretch their tv budgets by running 13 to 26 repeats a year, that they have made a sound judgment on a cost per 1,000 basis—the prime criterion for many advertisers and agency men.

To determine the effect of re-runs on audience size and program cost per thousand, Nielsen analyzed share of audience figures for 57 programs aired between October, 1959, and September, 1960. Audience shares covering identical shows for October-May, the original telecast season, and for May-September, re-run time, were compared. Altogether 534 pairs of matched episodes were studied.

■ The average share of audience for the summer re-runs was only 4% less than the average for the original winter telecast. But the individual variations on specific shows were highly marked, ranging from shares that were 50% better to 50% worse than the winter score. Nielsen suggested such sharp variances could be due to change in competition, shifts in adjacencies, weather, or ads for repeat shows stressing the good reviews of the original. As to category types, adventure and mystery dramas held up best in this audience test, while suspense stories, situation comedies, westerns and general drama fared less well. The average loss in shares was the same for early and prime time repeats as for late evening repeats, that is 4%.

■ Having established that audience shares for winter original vs. their summer repeats vary slightly on the average but markedly on the specific, Nielsen then moved on to the subject of re-run economics.

The researcher pointed out that an equivalent audience share rating for summer means about a 30% smaller audience than it does for winter since sets in use are down about a third. But, Nielsen noted, the tv networks in 1960 recognized this fact and introduced summer incentive discounts. In all time periods, the decrease in time charges, ranging from 40% to 48%, exceeds the decrease in average audience rating.

■ Nielsen concludes with this rationale for the cost-per-thousand disciples:

"The talent and production costs incurred in airing re-runs are usually much lower than the cost of the original telecast. If production costs for the re-runs are 40% below the cost of the original telecast (they usually are), then the total cost of airing the re-run will be at least 40% lower than the original, and the re-run will represent as good a buy as the original on a cost per 1,000 basis." #

Thornton Moves to Marina

Miss Pat Thornton has been appointed to the new post of promotion and publicity director of Marina Del Mar, Los Angeles. She was formerly with Rose Marie Reid, parent company of the swimwear manufacturer.

Stars' Vacations, Budget Considerations to Fill Air with Repeats

NEW YORK, March 23—Buttressed by arguments of budget-watchers and decimal-minded statisticians and the preference of stars for a vacation, most sponsors of regular shows will take the safe, easy route and roll the re-runs this summer.

The trend to film programming, always sold with the lure that a little money could be saved through summer repeats, has helped to entrench the re-run philosophy as one of the financial facts of life for television.

■ Second showings will be offered for popular films such as "Wagon Train" and "The Untouchables," as well as scores of other regulars that will return with fresh stories in the fall. An estimated 32 lame-duck programs that aren't scheduled for fall spots on the schedule will finish their network runs with repeats.

Even long-working Ed Sullivan, who in other years has programmed mainly summer originals to keep his followers faithful, will slow down somewhat this year with a warm weather schedule of five originals and eight repeats for his Sunday night CBS variety show.

Other CBS offerings that will use the formula of originals mixed with repeats include the "U.S. Steel Hour," "Armstrong Circle Theatre," and the panel perennials, "What's My Line," "I've Got a Secret" and "To Tell the Truth." The prime time public service entries, "Face the Nation" and "CBS Reports," will program fresh material.

Uh-One and Uh-Two

ABC's Lawrence Welk will continue to provide his special brand of music live every Saturday night on ABC. With Dodge bowing out as alternate sponsor, Sinclair Refining Co. will come in as summer alternate with incumbent co-sponsor J. B. Williams Co. Mr. Welk will be followed by two live telecasts, the Gillette and Consolidated Cigar fights and the post-fight show, "Make That Spare."

Several Bell & Howell specials are booked for the vacation season and these will be first-timers on tv. Re-runs will be aired for about 30 film shows.

Regular performers on NBC who are scheduled to work through the summer include Hugh Downs, with a new nighttime "Concentration" for P. Lorillard Co.; Bill Cullen on "The Price Is Right" for Lever; and John McCaffery on "The Nation's Future." Also sticking around to share the airwaves with a plethora of repeats is the late evening tv king, Jack Paar.

Summer Entries

So much for the stay-ons and the repeats. What new programs can the viewers look forward to seeing this summer? Not very many, at this writing.

Johnny Wayne and Frank Shuster, the Canadian comics who have done very well in their appearances on Mr. Sullivan's hour, will get an opportunity to fill their own half-hour starting June 25, at 9:30 p.m. EDT. Backed by Lever and State Farm Mutual Insurance Co., they will keep the Jack Benny CBS time period warm until fall.

"Way Out," an offbeat drama, will replace Jackie Gleason for L&M cigarets starting March 31. "Danger Man," the story of an international cop, replaces "Wanted Dead or Alive" for Brown & Williamson and Kimberly-Clark. "Playhouse 90" will come off the shelf to relieve Garry Moore and Red Skelton, and new and old "Person to Person" visits have been scheduled.

■ Among the blanks on the CBS summer schedule are a couple of General Foods spots where shows are to be brought in by agencies.

Coming up on this network are a few spring specials featuring Harry Belafonte for Revlon; Jackie Gleason for Timex; and Arthur Godfrey for Bulova.

Nearest thing to a new nighttime summer series at ABC is "Silents Please," a 1960 warm weather entry. This year Ernie Kovacs has been added as host, with Dutch Masters cigars, Ralston Purina and Campbell Soup as advertisers. Pat Boone will star in an April spec for Bulova.

■ Sunday nights at 9 p.m., NBC will program a live mystery drama while Chevrolet takes a hiatus, before it starts "Bonanza" in Dinah Shore's old time spot. No sponsors have been announced yet. "Five Star Jubilee," a country music show from Springfield, Mo., will have a summer run on NBC under the sponsorship of Massey-Ferguson. Westinghouse will program a series made up of pilots of rejected series. Several periods are still marked "to be announced" on the tentative summer lineup. #

Dulles Repplier Murrow

HONORED—*Theodore S. Repplier, president, Advertising Council, receives the distinguished service award of the U.S. Information Agency in recognition of his contribution toward international good will. Present at the ceremony were Allen W. Dulles, director, Central Intelligence Agency, and USIA director-designate, Edward R. Murrow.*

Anaconda Shuffles Marketing Staff; Sets 3 Divisions

Anaconda Aluminum Co., Louisville, has eliminated the various product-line sales groups and established marketing groups in the three major divisions. Named marketing managers of the three divisions are G. Roger Smith Jr., mill products; J. E. Bouhl, foil products; and Arthur W. Mengel, containers and Chef-Foil products. The company has also named William R. Cory field sales manager.

Everett-McKinney Named

WLEU, Erie, Pa., has appointed Everett-McKinney, New York, as its national representative. The station formerly was represented by Donald Cooke Inc.

Mutch Joins Vanguard

Rodney W. Mutch, formerly an art director with C. J. La Roche & Co., has joined Vanguard Advertising, New York, as a vp, creative director and a principal.

AIA to Revive Ad Reserve Fund Plan at Confab

(Continued from Page 1)

money in the fund, whether the extra ad dollars were needed or not, he explained. "This would be throwing good money down the drain.

"There were real reservations at the time this thing was hottest," he maintained. "It didn't seem like a practical thing to do."

AIA (nee National Industrial Advertisers Assn.) was one of the groups to champion the plan in 1952-'53. Such a system was first reported in AA in 1947, when A. C. Beane, then partner of Merrill Lynch, Pierce, Fenner & Beane, proposed that the government allow admen to set up a non-taxable advertising fund for promotion and future product development.

Mr. Beane, now a senior partner of J. R. Williston & Beane, told AA this week that he still is in favor of the plan. "I feel strongly about this idea," he said. "It's just as important now as it was then, for the same reasons."

■ Since then, many admen and well-known tax experts have reinforced or embellished Mr. Beane's plan. Among them are Dean C. Rowland Collins of New York University; former National Industrial Advertisers Assn. presidents Jack Apsey and Gene Wedereit; Robert A. Schulman, tax attorney and a partner in Wenchel, Schulman & Manning; Gwilym A. Price, former president of Westinghouse Electric; the late J. K. Lasser; and, most recently, Martin R. Gainsbrugh, chief economist of the National Industrial Conference Board. All advocated some sort of advertising reserve plan at one time or another.

■ Dean Collins outlined his version of the plan at the *Chicago Tribune's* forum for advertising men back in 1951.

He said: "If our tax experts would allow the individual business enterprise to set up a funded reserve for future product development and promotion subject to a complete tax deduction as a normal business expense in the year in which such reserves are created rather than in the year in which they are spent, any possible inflationary effect of advertising expenditures would be rather generally controlled by top level business management.

"Relatively less money would be spent for advertising when business was easy to get, and relatively more advertising money would be available and could be spent when volume was hard to get," he explained.

■ This kind of tax law would iron out the peaks and valleys in the economy, an ADVERTISING AGE editorial argued in 1951. Under the present system, AA said, "When business is good, more money is available for, and is spent on advertising, and business gets better.

"But when business is not so good, less money is spent on advertising because less money is available," and a vicious cycle is engendered in which bad business in itself makes for worse business, because advertising, the effective selling arm of business, has to be curtailed when it should be expanded.

"Under a system of deferred or contingent advertising funds, business could budget consistently for advertising—setting aside larger funds when larger funds were available, and smaller funds when prudent business judgment dictated such a course—and still *invest* the advertising funds so that *larger* amounts were put to work when the job to be done was harder, and smaller *amounts* were expended when the job was relatively easy," AA pointed out.

■ While some non-advertising people termed the proposal "another tax dodging device" and others said it was "greedy," since advertising was already deductible, many others found merit in the idea.

Mr. Apsey, for instance, in a speech to the Chicago Business Papers Assn. in September, 1951, said the NIAA would appoint a committee to study the proposal. He said that investigating the idea would be a major project. In 1953, NIAA President Wedereit urged legislation so corporations could create an advertising reserve fund. J. K. Lasser was commissioned by NIAA to work out details of the proposed law.

In February, 1954, however, the NIAA decided to set aside the plan. This action was prompted by the Eisenhower administration proposed tax program which would have permitted faster legal depreciation of capital goods. Another factor was the mixed reaction of corporate managements.

Nothing much was heard about the proposal again until 1959, when Mr. Gainsbrugh of NICB proposed that advertising be considered a long range investment in a company's stability, along with research and development.

■ In a speech to the American Marketing Assn., Mr. Gainsbrugh declared: "As business philosophy and techniques begin to harness all three investment forces—physical capital goods, research and development and advertising—over the full business cycle, the results may well be a steady and more effective stabilizer for the traditional source of economic instability, the volatility of private investment."

Mr. Gainsbrugh's remarks dealt with the notion that the private section should give way to the public sector, as espoused by the Galbraiths and the Schlesingers.

In contrast to these ideas, he said, "Advertising, given its proper place in the available tool kit of management policies, would help smooth the course of an individual company's activities. In so doing it would serve as a major countercyclical device—private, rather than governmental." #

Be More Aware of Agency Aims, Shun Art Field Ivory Tower, Directors Told

N.Y. Directors' Visual Communications Session Gets Art Exec's Profile

NEW YORK, March 23—Constructive criticism was handed out on all sides during the sixth annual Visual Communications Conference sponsored by the Art Directors Club of New York this week. After two days, 15 speakers and at least 1,000,000 slides, the art directors had learned they should take the offensive, contribute more to the creative team, take a course in public speaking, learn to listen, learn more about management's objectives, and associate more with people outside the art world.

The art directors were exhorted to "get on the creative team for trade ads" by John DeWolf, research vp of G. M. Basford Co. Lamenting the tendency for art directors to "draw little rings around their sphere of work," Mr. DeWolf said that the trade ads that get the best Starch ratings are the ones that show definite teamwork between art director and copywriter.

■ "Unfortunately, in too many trade ads it is obvious that what the art director contributed had nothing to do with the copywriter's contribution," he said. The result—a Starch rating of low or average.

"Take the offensive," he urged. "Be the expert. Learn what kind of ads sell which industries. Learn that architects do not like people in their ads—they want to see the buildings as they were designed, not cluttered up with people. Learn that purchasing agents like catalog pictures far better than product-in-use pictures. Learn that design engineers are very much interested in cutaway views. Learn that when you're talking to railroaders, the ad should have a train in it. The same is true of the marine industry . . . they want to see a marine subject . . . and of the oil and the airlines industries," he said.

To help learn what techniques work in which industries, he suggested seeing "what the editors are doing in the books in which your ads are to appear."

■ Jerry Fields, head of the personnel agency bearing his name, had this advice for the audience: "A good course in public speaking should be mandatory in all art schools, and any artist with executive ambitions should jolly well learn how to stand up and sell or defend his work with the same skill as he uses his pencil or brush. Art directors also should join some nice 'friendship' clubs and cross-pollinate with people outside the commercial art world."

This counsel resulted from a survey made by Mr. Fields among the executive art directors in 40 of the largest agencies. The composite psyche of the art director, as revealed in the survey, showed him to be a man "beset with a mass feeling of inferiority because of his lack of formal, academic training and because he does not possess the articulateness of his copy co-workers," Mr. Fields said.

■ Another recurrent response in the survey was a feeling of an "ivory tower" existence with the art director spending his life "protecting his stuff from the enemy," and limiting his business and social friendships among others in the art world.

The survey shattered the popular image of the art director as a beret-wearing bohemian type. Instead it showed the average executive art director to be a solid family man and homeowner, 47.6 years of age, married, with two children, who has been with his present employer 14 years.

Only one man in the group was single, and only 7% had been divorced, compared to the national divorce rate of 9%—and this figure should be lower since it was pulled out of line by one respondent who had been divorced four times, Mr. Fields said.

The survey also showed:

The executive art director is a good provider: 20% of the men surveyed reported they earn between $20-$25,000; 15% earn between $25-$30,000; 20% earn between $30-$35,000; 20% earn between $35-$40,000; and 5% earn between $40-$45,000. Another 20% refused to answer.

■ They also receive an average of $9,500 a year each in bonuses, profit-sharing and other emoluments. About 25% did not answer; 3% reported they receive nothing over their base salary; 31% reported $5,000 over their base; 18% reported $15,000; 16% reported $10,000; and 7% reported $20,000.

How do they spend their day? The average working day was divided thus: Meetings, 17%; office paper work, 7.3%; visiting clients, 5.8%; at studios or on location, 6.9%; consulting and supervising staff, 29%; working on board, 34%.

The average work week has approximately 44 hours, plus an average of six additional hours a week with homework. Three or four men reported working between 50-60 hours a week, while one man estimated 70 hours a week in his office. The average executive art director supervises 33 people; the range was from 150 to 6 employes.

■ What led to their getting their executive jobs? Creative ability was named by 57%; administrative ability by 23.7%; timing and luck by 7.9%; and ability to get along with clients and agency top management by 21.3%.

Only 42% of those surveyed had attended college and only 26% of these had received a degree. Everyone had attended art school, with the average attendance of 3½ years. Many of the art directors attributed their failure to achieve greater agency status to this lack of college education.

The client's view of the art director came from James V. Ryan, vp of American Telephone & Telegraph Co. His opinion: "Art directors have too little knowledge of what management is trying to do. Art directors should—but rarely do—insist on having access to the basic delineation of management's problems and should insist on being brought into the sessions solving these problems."

■ John Caples, vp of Batten, Barton, Durstine & Osborn, in his talk on tested ads, outlined the eight principles for making ads produce immediate sales: Make your ad select the right audience; be easy to understand; be believable; be specific; feature the manufacturer's name; promise quick results, if possible; include a complete sales talk; and appeal to the reader's self-interest.

To make ads believable, he said, "use testimonials, tell a dramatic test of quality, state approval by experts, give proof of popularity, and include a money-back guarantee."

However, when asked how to test image-building advertising—such as an eyepatch to sell shirts or an auto ad headlined, "think small"—Mr. Caples confessed, "I wish I knew how to measure it, but I don't."

The visual conference went off on an audio tangent when Dr. Robert Haakenson, manager of community education at Smith, Kline, & French Laboratories, spoke on "the courage of listening." The typical American, he said, spends more than eight hours a day listening to someone talk. Yet within 24 hours, he will have forgotten 50% of what he heard, and within two weeks, 75%. About 40% of a man's salary is paid for time spent listening, he said.

■ As the four basic aids to listening, he recommended:

• Disciplining oneself to listen, by not tolerating or creating distraction.

• Listening for substance, rather than concentrating on isolated facts.

• Being objective and not letting personal prejudices enter in.

• Making listening a creative process by contributing to what is being said.

The average man talks at about 125 words a minute, but he thinks at about 500 words a minute—consequently the listener can use this time gap between thought and speech either to add or distract from what is being said, Dr. Haakenson suggested. #

Washington State Adopts Law Banning False Advertising

OLYMPIA, WASH., March 22—Legislation that prohibits "false, deceptive and misleading advertising" went on the Washington state lawbooks today.

The new law, backed by the Washington Consumer Advisory Council, was signed by Gov. Albert Rosellini today. It sets out this flat prohibition:

"It shall be unlawful for any person to publish, disseminate or display, or cause directly or indirectly, to be published, disseminated or displayed in any manner or by any means, including solicitation or dissemination by mail, telephone or door-to-door contacts, any false, deceptive or misleading advertising, with knowledge of the facts which render the advertising false, deceptive or misleading . . ."

■ An exemption covers radio, tv, newspapers, magazine, outdoor and other advertising media which carry "such advertising in good faith without knowledge of its false, deceptive or misleading character."

Enforcement is left to the state attorney general and to county prosecuting attorneys, who are authorized to go to court to restrain persons from violating the act. Criminal penalties of a fine up to $5,000 and imprisonment up to 90 days also are provided. The legislature approved the bill two weeks ago (AA, March 13). #

Mel Blanc Opens Own Shop

Mel Blanc Associates has been organized, with offices at 819 Taft Bldg., Hollywood, Cal. The new company will work creatively with advertising agencies in devising, developing and producing humorous tv and radio commercials. Mel Blanc, president of the new shop, has been a featured performer on the Jack Benny tv show since it began, and is the voice of Bugs Bunny and other Warner Bros. carton characters.

'Bridgeport Herald' Names A-K

The Allen-Klapp Co., New York, has been named to represent the *Bridgeport Sunday Herald*, succeeding Gallagher-DeLisser Inc., New York.

Miller Echols Offringa Cooper

MEN BEHIND PICTURE—*Relaxing before the premiere of "America's Big Picture," Kawneer Co.'s nationwide presentation, are, in Chicago, David Miller, Kawneer marketing vp; David Echols, vp of Fuller & Smith & Ross, Chicago; Robert Offringa, Kawneer sales vp; and William Cooper, Kawneer advertising manager.*

Kawneer Shows Line in 48 Cities via TV Circuit

CHICAGO, March 23—Kawneer Co., Niles, Mich., used closed circuit tv and telecast film to introduce four new architectural products in simultaneous presentations sent from here to 48 cities across the U.S. last week.

More than 5,000 architects, contractors, chain store executives, building managers and Kawneer dealers were in the nationwide audience, the aluminum fabricator estimated.

■ The presentations centered around three color motion pictures, produced by Fred A. Niles Productions. The closed circuit tv network was established by TelePrompter Corp. Both the network and individual film showings were used.

Robert J. Offringa, Kawneer sales vp, said this method of product introductions should help overcome the "very difficult" problem of premiering products quickly and simply.

Kawneer, a $200,000 account, is handled by Fuller & Smith & Ross, Chicago.

COMIC RELIEF—*Bob Baron, a Chicago actor, injects comedy into Kawneer's presentation, "America's Big Picture."*

Use 'Small, Anxious' Research Shops to Get Low-Cost Studies, Small Agencies Told

NEW YORK, March 21—Small agencies may not have husky experimental research budgets, but they can take inexpensive steps to "reinforce, challenge and stimulate advertising thinking" on clients' products.

This suggestion was made to the League of Advertising Agencies by Cyrus C. Young, director of development and services of the Advertising Research Foundation.

Mr. Young posted these ways to initiate and augment low cost studies:

• Via scores of small, "anxious" research shops which, although unknown at the levels of Gallup, Politz, and Nielsen, will conduct research with "surprisingly good results." A small agency should "shop" for the research company best suited to its pocketbook and products; a publication, "Bradford's Directory of Research Organizations," is chock full of such companies, Mr. Young said.

• Through simple, hidden tape recording devices, whereby ten people gathered in a room with products might provide "an interesting basis of comparison." The risks of this full and forthright reporting to a client were, Mr. Young noted, apparent.

"If it's a long tape—say, three hours—you might consider leaving it with the client," he said.

• By competent telephone or mail surveys ("These are among the cheapest forms") performed by the agency or a hired researcher. "The other advantages are that these will give you a good sample, and do everything but 'show' the consumer the product," he said.

"Guard against the prestige-type question," he warned, citing a previous survey in which 80% of those questioned said they had read "Gone with the Wind," but hadn't.

• With the help of students at nearby colleges and universities who may be recruited for field research for "minimum amounts or without cost, as part of their term projects."

■ Other miscues frequently are committed in statistical studies, Mr. Young said. "For example, a 100-sample survey may elicit a positive response by 70% of 30 men, and 30% of 70 women, or a total 21 men and 21 women. Yet, positive replies by 30% of 30 men, and 70% of 70 women—it still gives you 100%—bring your men and women totals to nine and 40, respectively, an entirely different result.

"Set your survey accurately, and watch your sample proportions," he advised. #

Doner Wins 14 Baltimore Art Directors' Awards

BALTIMORE, March 21—W. B. Doner & Co. last week received 14 of 33 best-of-category awards in the 11th annual ad competition of the Baltimore Art Directors Club. Nine awards went to Barton-Gillet Co. and four to VanSant, Dugdale & Co.

Six hundred entries in all categories were received from 63 agencies, photographers, art directors and art studios in the Baltimore area. Awards of merit were given for 185 entries, chosen for an exhibit at the Maryland Institute of Art opening April 18. Medals were awarded for the best work in each category.

Best-in-category winners included:

Full color consumer magazine ads, one page or more—W. B. Doner & Co., for Wilkins coffee; **full color consumer magazine ads, less than one page**—Doner, for National beer; **b&w consumer magazine ads, page or more**—Doner, for WBAL radio station; **newspaper ads in two or more colors of less than 1,200 lines**—Doner, for WBAL-TV.

B&w newspaper ads of 1,200 lines or more—Doner, for WBAL; **b&w newspaper ads of 300 lines or less**—Doner, for WBAL; **trade magazine ads, two or three colors, one page or more**—Doner, for Maryland Cup Corp.; **24-sheet posters**—Doner, for WBAL-TV.

Posters, car cards, taxi cards, bus cards—Doner, for Lexington Market; **all other posters**—Doner, for Hochschild-Kohn; **point of purchase and display countercards, streamers, etc.**—Doner, for Fair Lanes; **poster art, three or more colors**—Doner, for Fair Lanes.

Tv commercials, 20 seconds—Doner, for Wilkins coffee; **tv commercials, 10 seconds**—Doner, for Allegheny Pepsi-Cola Bottling (Cloverdale soft drinks).

Full color trade magazine ads, one page or more—VanSant, Dugdale & Co., for National Lumber Assn.; **b&w trade magazine ads, less than one page**—VanSant, Dugdale, for Olin Mathieson.

Annual reports—Barton-Gillet Co., for Church Home & Hospital; **letterheads and trademarks**—Barton-Gillet, for Amos Co.; **institutional art, annual reports**—Barton-Gillet, for Greater Baltimore Committee; **typographic design, stationery, announcements**—Barton-Gillet, for Loyola College; **annual reports**—Barton-Gillet, for Greater Baltimore Committee.

Company magazines—Barton-Gillet, for Eastern Stainless Steel; **direct mail booklets, in two or three colors, four or fewer pages**—Barton-Gillet, for U. S. Fidelity & Guaranty Co.; **direct mail booklets, in two or three colors, over four pages**—Barton-Gillet, for Bryn Mawr; **full color direct mail booklets**—Barton-Gillet, for James W. Rouse & Co., and for Greater Boston Committee (two medals).

Point of purchase and display-packages—William Schneider, for Pemco Corp.; **trade magazine covers**—Lionhill Studios, for Baltimore Art Directors Club; **institutional announcements**—Herman Ehudin Advertising, for itself; **editorial art other than cover**—Mossman Munchauer Studios, for America Illustrated.

Typographic design, announcements—Kern Derrin for Bruno Woernle; **magazine advertising art, product illustration**—VanSant, Dugdale, for National Lumber Assn.; and **booklet, direct mail art in three or more colors**—VanSant, Dugdale, for CCC.

Judges were John Murray of Doherty, Clifford, Steers & Shenfield, New York; Woodie Ishmael, free lance illustrator, New York; Bruce Knight, Pagano Photographers, New York; and Jack Weaver, designer with Mel Richmond Studio, Philadelphia. #

WINNER—*This 20-second tv spot for Wilkins Coffee Co. won a medal for W. B. Doner & Co.*

MEDALIST—*This business publication color page for Maryland Cup Corp. won another top medal for W. B. Doner & Co.*

Robert Pendergast, Readex President, Is Dead at 54

ST. PAUL, March 21—Robert E. (Bob) Pendergast, 54, president of Readex Inc., died of cancer here March 16.

Born in Hutchinson, Minn., Mr. Pendergast was a graduate of the University of Minnesota. He worked for Erwin, Wasey & Co. and Campbell-Mithun prior to forming his own agency, Bob Pendergast Advertising, in 1945.

Robert Pendergast

In 1949, Mr. Pendergast and his wife, Lenore, organized Readex Inc., a readership survey company for ads and editorial items in newspapers, magazines and business publications. Readex currently employs 40 people and has offices in St. Paul and New York.

■ Mr. Pendergast was a member of the American Marketing Assn. He is survived his widow, Lenore, who will become president of Readex.

LEE HOOD

MIAMI, March 22—Lee E. Hood, 74, senior vp of Richard A. Foley Advertising Agency, Philadelphia, died today while vacationing here. He was a resident of Cynwyd, Pa.

Mr. Hood joined the Foley agency in 1910. He had attended Haverford College. He was a founder of the National Outdoor Advertising Bureau, and was a former board member of the American Assn. of Advertising Agencies and had served as president of its Philadelphia council. He was a former director of the Poor Richard Club and was a member of the Advertising Club of New York. A son, Clifford C. R. Hood, is associated with the Foley agency.

FRANCIS FITZGERALD

NEW YORK, March 22—Francis B. Fitzgerald, 40, vp and assistant treasurer of Ridder-Johns, newspaper representative, died last night of a heart attack.

Mr. Fitzgerald entered an East Side restaurant here about 11 p.m. and complained of feeling ill. He rested on a cot for half an hour, but the manager could not rouse him then. He was pronounced dead by an ambulance team.

First with the circulation department of the *Telegram*, Superior, Wis., Mr. Fitzgerald subsequently worked in the national advertising department of the *Duluth Herald & News-Tribune*. He came to New York in 1947 and became a Ridder-Johns vp in 1959.

GE to Run Color Spread on Transit in April 'Holiday'

PHILADELPHIA, March 23—General Electric Co. is going into *Holiday's* April issue with a full-color spread on San Francisco to discuss solutions to mass transit problems plaguing most large cities.

General Electric selected San Francisco to present its concept partly because the magazine's April issue is devoted exclusively to this city, and partly because San Francisco has made progress towards a solution.

The ad features a watercolor by John Gould, showing the Golden Gate bridge with a rapid-transit deck below the roadway. Facing that page is a drawing of a residential area with aerial transit-train service and a conception of a proposed San Francisco-Oakland rapid transit tunnel.

Ad copy describes plans proposed by the Rapid Transit District, calling for modern, computer-controlled trains capable of 80 mph speeds, to operate at 90-second intervals during rush periods. The district is now engaged in a pr campaign in advance of a bond issue vote.

■ ADVERTISING AGE learned that GE was undecided where to place this institutional spread after planning it. The San Francisco issue was a coincidence, *Holiday* told AA. GE finally selected *Holiday* because it would reach both "opinion molders" and the "proper type" of mass audience. Since GE plans additional insertions on other areas with similar problems, the company wanted to get to community leaders and legislative leaders.

To help merchandise the GE project, *Holiday's* promotion department has prepared an eight-page brochure telling the story behind the spread. It will be mailed to advertisers, agencies, mayors and legislators throughout the country.

In addition, General Electric has requested 20,000 brochures to make its own mailings.

George R. Nelson Co., Schenectady, is the agency handling this spread. #

ROBERT J. BURNS

CHICAGO, March 22—Robert J. Burns, 33, a member of the broadcast department of Foote, Cone & Belding here, died suddenly yesterday. He was in charge of all editing and recording on commercial film projects and all projection equipment. He had been with the agency 11 years.

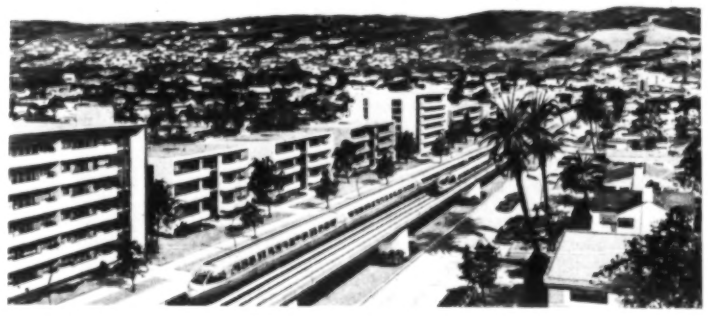
Conde Nast Reports Sharp Sales, Earnings Rise

Net sales of Conde Nast Publications for the year ended Dec. 31, 1960, amounted to $52,865,988—a 41% increase over the $37,256,786 reported the year before. At the same time, Conde Nast's net profit was $1,010,000, compared with a $622,835 loss in fiscal 1959. The company attributed its improved showing to advertising volume increases by its principal magazines—up 10% in total ad pages—and expanded publishing activities via the 1959 purchase of Street & Smith Publications (AA, Aug. 31, 1959) and *Bride's Magazine* (AA, Jan. 5, 1959).

Its publications' newsstand sales increased 11% in the past fiscal year, Conde Nast said.

Thomson Names Weyeneth

Thomson Advertising, Peoria, has named Carl H. Weyeneth manager of its new directory division, which will handle directory advertising for its clients. Mr. Weyeneth has been working in the agency's production and account services departments.



SAN FRANCISCO—*This watercolor is part of GE's color spread in April Holiday. It shows proposed rapid transit system for Bay Area.*

Problem-Solving Techniques Aid in Producing Creative Ideas: Bristol

CHICAGO, March 22—Almost anyone can improve his creative ability with training in problem-solving techniques, Lee Bristol Jr. asserted to the Women's Advertising Club of Chicago last night.

Lee Bristol Jr.

Mr. Bristol, public relations director of the Bristol-Myers Products Division, Bristol-Myers Co., and president of the Creative Education Foundation, said that problem sensitivity is the beginning of problem solving and often marks the creative person.

"Sensitivity to problems is one of the characteristics that separates the sheep from the goats," he said. To develop this quality within ourselves, "we want to develop a kind of constructive discontent," he said. "We must be aware of the invisibility of the obvious."

Before beginning his address, Mr. Bristol, a composer of sacred music diverted his audience with several piano interpretations of how the Pepsodent jingle—"You wonder where the yellow went . . ."—would sound if Bach, Mozart and Rachmaninoff had written it.

■ As examples of good creative ideas—all conceived to solve some problem—he cited: A balloon container brought home by his wife that doubled as a pump to blow up the balloons packaged inside; a dress with detachable pocket flaps which may be mailed to the manufacturer for monogramming; a sign he saw in a commuter train which read "no smoking, not even Winston"; and a package of two steaks, which he found in a grocery meat department, marked "his" on the large steak and "hers" on the small steak.

Once one is aware of a problem, the next step is to assemble and analyze the facts, eliminating opinions and impressions, and then to carefully define the problem, Mr. Bristol said.

■ As an example, he told of a man at one of the Bristol-Myers' plants who was trying to find a way to make one of the Bufferin machines work faster. The man stopped and asked himself, "Is this my real problem, to get the machine to work faster?" He then decided, "No, it is to get the raw materials at the top down to the area below the machine faster." The man saw what was impeding the progress and moved a filter down, the momentum thus forcing the material through the machine faster.

Mr. Bristol said, "We in the drug business can become so bogged down thinking in terms of what others in the drug industry are doing that we fail to look outside our field for patterns or principles or ideas we could borrow and apply for the first time in our own area."

■ Good marketing people must look around for ideas to adapt to their own problem, he said.

He listed two techniques useful in testing the definition of a problem: (1) The question "why?" (Sometimes, asking "why" to the basic problem leads to a redefinition of the problem, he said). (2) Synonyms (A useful technique, he said, is to paraphrase the first statement of a problem).

He cited a Bufferin brand manager who asked himself, "What shall I put in this form letter to physicians about our new Bufferin arthritis study?" The manager then paraphrased the question: "How can I best communicate with doctors about our new Bufferin study." Mr. Bristol pointed out that the brand manager released himself from the restriction that it must be a form letter.

After defining a problem, Mr. Bristol said the next step is to break it down into small, more manageable bite-size sub-problems. The more specific you make each of your sub-problems, he said, "the greater your chance of hitting your target."

Next, he said, pile up all possible solutions. The more solutions you pile up, the more intelligent your decision is likely to be. "You still may pick out the first solution, but you will pick it out with greater confidence, after having explored a number of solutions."

He also advocated a "let-up" period after having worked on a solution. Often, he said, the solution is simpler after coming back to a problem.

■ Last, he said is the evaluation of ideas, selection of the solution and action on the problem. To do a good job of evaluating our ideas, a check list of criteria should be developed. It could be a simple list such as "is it suitable, feasible, and acceptable." Or the list may be geared to a particular situation.

He summed up the nine steps to problem solving: (1) Observation—assembling and analyzing the facts; (2) definition—defining the basic problem; (3) preparation—gathering other pertinent data; (4) analysis—breaking down the relevant material; (5) ideation—piling up alternatives by way of ideas; (6) incubation—letting up, to invite illumination; (7) synthesis—putting the pieces together; (8) evaluation—judging the resultant ideas; and (9) development—planning the implementation of those ideas. #

Move to D. C., AFA Urges

The board of directors of the 10th (Southwest) district, Advertising Federation of America, has adopted a resolution urging the permanent establishment of AFA headquarters in Washington, D. C. AFA's headquarters currently are in New York.

LIFE reaches quantity—32 million readers each week. LIFE reaches quality—more households with $7500 and over income than any other weekly or biweekly magazine. Reach and sell them in LIFE.

ADVERTISED IN LIFE

IT PAYS TO SELL WITH "ADVERTISED IN LIFE"

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV
S. F.'s — 1 TV Station for 38 Consecutive Months
(ARB, JAN., '58—Jan./Feb., '61, overall avg. share, total homes)

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE